

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIII. NEW YORK, DECEMBER 19, 1900. No. 12.



On Friday, December 7, 1900,

The Philadelphia Record

issued a Special Book Edition—the first since the paper was founded.

RESULT:—FIVE PAGES OF ADVERTISEMENTS,

representing all the prominent book houses in the country. This is most convincing proof that publishers—in common with all general advertisers—recognize that an advertisement in THE RECORD is a paying investment.

Publishers' Rate Only 15c. a Line.

Average circulation for the first 11 months of 1900:

191,704 Daily. Rate, 25c. a line.

154,365 Sunday. Rate, 20c. a line.

Write for a sample copy of our Book Edition. It is worth looking at.

THE MISSION

of an advertisement is to be seen. By placing it in the street or elevated cars it **MUST** accomplish this purpose. People are compelled to read the car advertisement by reason of its prominent location and because of its eye-catching qualities.

Did it Ever Occur to You

that *your* business could be given the same publicity at a very low price? Interested, are you? Write to Kissam, the "car card" expert. He knows all phases of street and L car advertising, and he will be glad to discuss the subject with you fully.

Fifteen Branch Offices in the United States and Canada.

GEORGE KISSAM & COMPANY,
253 Broadway, New York.

Written by John H. Sinberg, "The Record," Philadelphia.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIV.

NEW YORK, DECEMBER 19, 1900.

No. 12.

C. W. POST.

The St. Paul (Minn.) *Daily News*, Kansas City (Mo.) *World* and Omaha (Neb.) *Daily News* are printing a series of extensive sketches of Western advertisers. From the Dec. 1 issue of the Omaha *News* the following paragraphs in regard to Mr. C. W. Post are extracted:

Mr. Post five years ago, when he originated the plan of making a palatable cereal coffee from grain grown on the fields of Michigan, did not dream of the wonderful success that was to come. That the beginning was an experiment to a certain degree is proven by the fact that the first molasses used by Mr. Post to produce his first output of Postum was bought by him in a one-gallon jug and carried to his barn, where he mixed it with the proper quantities of prepared wheat. Yet even that trial batch was a success. To-day the Postum Cereal Company buys its wheat and molasses by the trainload.

The factory where Postum is made, as well as Grape-Nuts, the great breakfast food, is located in the suburbs of Battle Creek, and is called the "White City," from the fact that all of the buildings are painted white, the trimmings being a dark green.

Mr. Post is peculiar in more ways than one. In the first place, he will not allow himself to be praised for his wonderful success, often remarking: "Those who are associated with me in the various capacities are entitled to as much credit as myself."

In the second place, he has unbounded faith in the intelligence of the reading public, and on this rock he has builded, and proposes to remain.

Mr. Post is what may properly

be termed a mental scientist. He has no use for medicines, and at one time wrote an interesting and scholarly book, entitled "I Am Well," which attracted the attention of deep thinkers on both sides of the ocean. This production came out shortly after he had been cured of disease without the aid of medicines, and was the cause of his establishing, in Battle Creek, Levita Inn, on the tract of land where now stands his factory. This experience really caused him to conceive the idea of creating a cereal coffee from wheat which would take the place of real coffee, which he believed to be nothing more or less than an obnoxious drug. The same line of thought caused him to place Grape-Nuts on the market about two years ago.

He is really a wonderful man. He seems never to tire, never grow weary. That is, he will not allow himself to get too tired. In the rush of business, if he finds that he is getting tired, he stops short and takes a vacation. Perhaps it may be a trip to New York, Boston, Washington; or a run across the water to London or Paris. When rested, he comes back and settles down to business with renewed vigor.

Another peculiarity of his is that he will not talk shop while away from his office. It is a fad of his that when the office door is closed, the office air is left behind.

"How much did you spend for advertising last year?" the writer asked of Mr. Post.

"I can't tell exactly," he replied, "but I guess it was about \$400,000."

"Money is of little value unless it is put in circulation," said Mr. Post, and he certainly meant what he said. He is at present causing to be erected in Battle Creek, by

the Postum Cereal Company, one of the most magnificent hotels in this part of the country. He has decided to call it Post Tavern. It is a fine structure, six stories high, and will cost \$200,000. The interior is handsomely finished, and throughout it will be modern.

The people of Battle Creek appreciate Mr. Post for what he has done for the city. He is now thinking of building an opera house, and at the last election the citizens voted to remit the taxes on the house, if built, for a long term of years in appreciation of his public enterprise.

All business men who use the columns of the newspapers to advertise their goods have ideas of their own as to the best method to pursue. Mr. Post is no exception to the rule. He has given the matter a great deal of careful thought and the result of his experiments has been that he is to-day classed among the most successful of Western advertisers, as well as one of the most progressive. For this reason his ideas will be of more than passing interest to the advertising world.

"I have been making rather a careful study this summer of advertising as it is conducted in England," said Mr. Post. "It is well enough known that English proprietors are very largely given to the use of signs on the busses, in the streets, millions of enameled signs in the railway stations, sign boards in the fields, along the railways and various methods of what we call proclamatory advertising. They do not use the newspapers as largely as the American advertiser for the reason that the newspapers do not render equally good service with the American publisher. The average English newspaper devotes the first page to classified advertising that every reader instinctively avoids, unless he may be looking for a maid, butler or the sailing of some ship. The editorial page of some of the best English newspapers is devoted to a similar line of advertising that absolutely no one will wade through unless they are in search of something they may find in the classified columns.

"The British publisher, with his

dogged determination to stick to the ways of his fathers, refuses to make the advertising part of his paper attractive, so as to win readers, but he is inclined to treat the advertiser as a necessary evil—very necessary and very evil. He feels that he should be hid as much as possible and an apology should by rights be printed at the top of every page, asking the sufferance of the readers for the advertising matter that is published, through necessity. The result of this attitude on the part of the English newspaper has been to drive the advertiser to advertising methods outside of the newspapers.

"I maintain that advertising matter skillfully written, so that it contains interesting information about the article advertised, what it is used for, why it should be used, how it is manufactured, etc., can be made of such interest that the reader will be glad to peruse such advertisements and consider the information thus obtained as on a par with much of the unpaid reading matter. The manager of one of the largest industrial concerns in America told me not long ago that the efforts of certain advertisers attracted his attention in newspapers and interested him as much as half of the solid matter. I have been pleased to observe that the English newspaper publisher is slowly receding from his cast-iron position and is accepting some American advertising to be run on American lines. I have succeeded in breaking down some of the ancient rules that have been maintained since the time of George III. by offering them some heavy advertisements, to be run only in the manner indicated, being careful not to go too far away from their old rules.

"It may be of interest to note that we sold about seven hundred cases of goods in London within thirty days after our first advertisements were placed, and the bulk of this sale came during the last ten days of the month. I think this is a tolerably good evidence that the Yankee can move 'Johnny Bull' and move him quick if we can get their newspapers in line.

"The Englishman is fair, how-

ever much they may dislike what is known as the American invasion. The London *Lancet* volutarily makes analysis of Grape-Nuts and in commenting says: 'The base of nomenclature of this preparation is evidently an American pleasantry since Grape-Nuts is derived solely from cereals.' After giving the analysis, they wind up their comments by saying: 'Our analysis shows that it is a nutritive of a high order, since it contains the constituents of a complete food in satisfactory proportions and in an easily assimilable state.'

"It has been a source of great pleasure and gratification to receive the letters from individuals throughout the country, describing the benefit they have derived from following a healthful method of life that has been suggested through some of our advertising and our letters to them direct. By actual count, we received 1,204 letters in one month from persons who had either been healed of their ailments or helped in a marked manner by the discontinuance of the coffee habit and the adoption of healthful food and drink.

"We feel that we have had a message to carry to Garcia and we find Mr. Garcia in most every city and hamlet in the country. There are a great many healthy men and women who are not Garcias. To such we have no message. They can use coffee and whisky so far as we are concerned, and we bid them Godspeed, if those things agree with them, but our message is to people who are made sick and kept in an ill condition of health because of habits that they do not clearly understand the effects of on highly organized people. Our work in foods is in line with the most skillful practice of scientific physicians. The watchword now is 'prevention of disease by food and drink and the avoidance of the narcotic poisons.'

"In contrast with the English method the American newspaper, as a rule, fills the first page with interesting telegraph and news matter, frequently eliminating advertisements from that page. The reader starts off with the news of the day and if he reads even half

of the page, his desire for variety, which is innate, would lead him, when he turns the page over, to give some consideration to a well-worded, interesting advertisement. From the second page on, the American newspaper usually intersperses news matter with advertising matter and gives the reader a variety that interests and instructs him, at the same time furnishing service to the advertiser that brings returns in the way of 'golden shekels.' As our farmers are becoming wealthier, the advertiser is led more and more to solicit their patronage for goods that heretofore have been considered applicable entirely to city trade. The advertiser must, of course, select the mediums that go to the class of trade that he expects to sell to and must be his own judge in that respect."

The whistle had just blown for six o'clock when Mr. Post and the writer left his office and started down through the works to catch the car uptown. It was snowing—the first snow of the season, and when the street corner was reached a little army of young girls were there waiting for the car. A summer pavilion had been erected in which passengers could wait, the work being done at the expense of Mr. Post. When he saw the girls from his factory huddled about trying to keep out of the chilling blast he turned to one of his men and said, "Mr. Blank, try and get sides put up to this pavilion to-morrow."

After the car had been entered another little incident occurred to show that Mr. Post's heart is in the right place. He had seated himself and was glancing at a newspaper when he noticed a tired looking young girl, who works in his factory, standing. Getting up, he said, "Here, little girl, take this seat," and the man who does business running into the seven figures every year stood up till he left the car.

A SAFE CONCLUSION.

When you hear a solicitor of a paper dwelling on the quality of his circulation and ignoring the quantity of it, you are safe in concluding that he uses the former to hide the absence of the latter.—*Mail Order Journal*.

THE AD AND THE AGENCY.

Pettingill & Co., the advertising agents of Boston, have issued a copyrighted bound brochure called the "Science of Advertising," from which we have extracted this:

Scientific advertising is a growth of recent years. Like everything that marks the progress of the world, it came into existence when it became a necessity. It was a natural result of trade competition, and may be termed a superstructure arisen on that foundation.

Years ago, before the trade palaces which give dignity and beauty to our thoroughfares, and which are daily visited by all classes and conditions of people, were necessary to the needs of the community, when John Doe received a cargo of goods from the West Indies, he made the simple announcement in the newspaper that the good ship *Alice* had arrived safely in port, bringing certain goods which were briefly catalogued, and with which he would be pleased to supply his customers and the public in general. This announcement was quite enough, for John Doe had no competitors in his line. But when Richard Doe, William Jones and Thomas Brown had vessels arriving simultaneously with that of John Doe, and bringing the same kind of goods, it behooved John Doe to write out a more attractive, a more elaborate description of the goods he had received, and to seek, if possible, to lead the public to believe that his goods were of a better quality and cheaper.

Not having the time, and perhaps lacking the ability to write such announcement, the task was assigned to a bright clerk, who was taken away from other important duties to perform it. As competition increased, the improvement of the advertisement kept pace with it, and not only was every energy and talent devoted to the perfection of the lever, but as newspapers multiplied, a necessity arose for additional consideration in the choice of a fulcrum. Thus the creator of the advertisement was confronted by a double duty: first, to prepare his announcement, and next, to select the proper medium for bringing it most effectually before the public.

It could not be expected that a merchant, whose mind was burdened with the task of selecting and purchasing the vast assortment of wares required to meet the demands of his customers, should be able to devote to the equally important branch of advertising the undivided time and mental application so imperatively essential in doing effective work. Hence a member of the firm or an employee was intrusted with the duty of caring for the advertising.

It had long been a maxim with merchants that "Goods well bought are half sold." Many of them grew in time to couple with this saying, another, that "Goods well advertised are all sold." Certain men of intelligence and acuteness, who had observed the marked evolution of the advertisement, came to the conclusion that this particular feature of mercantile business was worthy of being made a special feature of itself.

Hence the institution of the advertis-

ing agencies, among the oldest of which is the house by which this paper has been prepared.

The improvement of the advertisement came later, and less from the inspiration of the advertisers than from the competition of the agencies. Obviously, if an agency could not only place advertising advantageously, but could also prepare it in such a form as to attract a wider circle of readers than the productions of its competitors, a larger degree of success would naturally attend its operations. It would thus attract attention to its superior methods, and multiply the number of its patrons.

We would not think much of the wisdom of an individual who, having to reach a distant point, sets to work to make a road for himself, instead of availing himself of one that had already been constructed by skillful hands. And yet this is precisely what the general advertiser does who passes by the agency and places his own advertising.

The advertisement is one of the most potent forces in modern life. A well prepared, properly placed advertisement can fill our thoroughfares with a living tide of humanity; can throng our streets with animated crowds, and make them picturesque with color and beauty. It can fill the aisles of our stores with eager masses. It gives volume to the smoke that issues from the factory chimney; it adds power to the machinery of the mill, and gives a merry tone to the click of the spindles and the whirr of the loom. It is a wealth creator, and seldom fails to return a hundred fold the money and labor expended upon it.

The period between the town crier, who passed through the streets ringing his bell, and announcing a sale of goods or the loss of a child, the town meeting, or the coming of a circus, and the artistically prepared and scientifically disseminated advertisement penetrating the home, the counting-room and the marts of trade, appealing to the brawny at the anvil, the mechanic at his bench, and the guider of the plough, covers less than a century. Less than twenty years ago the literary man in good standing would have blushed to have his name associated with the production of an advertisement. To-day the keenest and brightest brains are none too keen or bright to win success in this honorable field of literary employment. The successful writers of advertisements are scarcer than poets or novelists; they must wield facile pens and be masters of the art of condensation. They must bring themselves in touch with the public, and keep so. Students of human nature they must be, keen observers, sensitive to impressions, phrase makers and thoroughly skillful in the use of language. They must, moreover, practice their art for the love of it, not having as a chief aim sordid considerations, but the single object in view of achieving the highest results in the work committed to their hands. They must be severe critics of their own productions, and the abridgers of their own redundancy.

If you have a good business, advertise and keep it; if you have not, advertise and get it.

For Sale:

the trade-mark, copyright and
good-will of

Printers' Ink,

The American Newspaper Directory

AND

The Geo. P. Rowell Advertising Agency

Will be turned over to an approved
purchaser free from debts or obligations
of any sort.

Apply in person to Mr. George P.
Rowell, No. 10 Spruce St., New York.

(Between 10 A.M. and 12 M.)
(On Friday, Monday or Wednesday.)

THE POWER OF THE SEMICOLON.

Nobody, not even a guest, can get a drink in a Boston hotel after 11 p. m., and all on account of a miserable little semicolon. Theater parties, after the show, sit sullen and thirsty in the restaurants of the Boston hotels and abominate a pestiferous little semicolon. This is the story of the semicolon: In 1875 the Great and General Court passed this statute:

"No sale of spirituous or intoxicating liquor shall be made between the hours of 12 at night and 6 in the morning, nor during the Lord's day, except that if the licensee is also licensed as an innholder he may supply such liquor to guests who have resorted to his house for food or lodging."

Give heedful note to the comma after "morning," a kindly and hospitable comma which permitted the "licensed innholder," at least, to comfort the parched throats of his guests between 12 p. m. and 6 a. m.

In 1881 the statutes were consolidated and somebody, careless copyist, humorist or zealous Prohibitionist, plucked away the innocent comma and set a blister of a semicolon there. Notice the difference:

"No sale of spirituous or intoxicating liquor shall be made between the hours of 12 at night and 6 in the morning; nor during the Lord's day, except that if the licensee is also licensed as an innholder he may supply such liquor to guests who have resorted to his house for food or lodging."

In 1885 the hour was changed from 12 to 11, but the comma was not restored.

Obviously the fatal little semi-

colon shuts out the innkeeper from his former right of selling liquor to guests between 11 p. m. and 6 a. m., and merely permits him to sell on Sunday. This week the Supreme Court of Massachusetts has so construed the statute. The semicolon has overruled the Great and General Court. This anecdote teaches us the moral and legal value of punctuation, which some of us were inclined to look down upon in our younger days.—*N. Y. Sun.*

AGENTS AND AGENTS.

Many advertisers want nothing but mere cheapness in the apparent price paid, and there are agents who find the means of doing their work for apparently less than cost, by appropriating rebates, omitting insertions, obtaining deductions from publishers of which the advertiser knows nothing, and all manner of deceptions. Another group of advertisers wants high discounts and "special inside propositions," and they support an agent who gratifies their whim with papers of little or no circulation, upon which he can give discounts to their heart's content. Other advertisers give employment to an agent who will hunt them up and furnish unlimited free advice and praise for their ideas, regardless of merits. Still another set is pleased by a jolly solicitor who brings champagne and brilliant stories of great riches gained by advertising. The qualification of some agents is the liberal giving of credit. There are agents to serve almost any whim a considerable number of advertisers may have.—*Agents' Guide.*

AND THE PUBLIC TOO.

The fad of advertising in rhyme or doggerel poetry seems to have spent its force. It has always been confined to sauces, soaps and some kinds of novelties, and is seen only in street cars. The man who had the peculiar talent for writing that sort of stuff commanded a fat salary, but he seems to have exhausted himself.—*Billboard.*

At this office, 10 Spruce Street, New York, THE GEO. P. ROWELL ADVERTISING AGENCY keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

OFFICE BUILDING MAIL SERVICE.

The large amount of mail matter which arrives at the New York postoffice every day addressed to the tall business blocks in Broadway and Park Row has caused the creation of what the postmen call "skyscraper" mail routes, says the New York *Tribune*. They are considered quite a "cinch" for the winter, and the men who have been assigned to them are congratulating themselves that their work will be indoors. As many as three carriers have been assigned to some of the larger buildings, where the population is greater than that of many small towns and the mail matter received much greater in proportion. The Empire Building, American Tract Society Building, Park Row Building and Equitable Building have at least 3,000 occupants each, and have forces of mail carriers large enough for towns of that size. The daily population of the Equitable Building is 3,100, and three carriers work eight hours a day to handle the mail, which averages about eighteen thousand pieces a day. Every forty-five minutes mail wagons run over from the postoffice and carry back with them 75 pounds of outgoing mail. Many people who do not have regular offices in the building have their mail sent in care of friends, and this adds considerably to the quantity. The Park Row Building, with six floors given over to city departments, has an equally large mail.

The Empire Building averages thirty-five thousand pieces a day, and there are several other buildings which receive almost as much.—*Scientific American*.

CIRCULATION QUALITY.

It is the relation existing between the publication and its readers which makes good circulation quality. The publication which has a standing with its readers, which is welcomed by its readers as a friend, whose information is known to be accurate, is the publication whose circulation is worth something. If it has obtained its circulation by clean-handed, straightforward methods, and without the use of inducements, its circulation of one thousand is worth more than one million of the publication which is thrown into the waste basket. The paper which is sought for by its readers, bought by them, or delivered to them, regularly, gives the advertiser the best value. Undoubtedly it would be a handy thing to have a standard rate per thousand, but it cannot be had. Each publication must be judged separately upon its merits, and be considered individually. It is experience which tells what a publication is worth and if the paper's estimate of its own value is wrong, time must tell. When all papers and all people are alike, advertisers may be successful in buying circulation by the thousand—but not until then.—Gerald Pierce, in *Advisor*.

THE SMALL REMINDERS.

A cleverly worded ad of salt-cellars has been known to create a boom in the china department of a store. A sale of threads, needles and pins will cause an overflow in the notion corner, and the rest of the place gets the benefit. There are so many little things that are needed in a house that the average woman forgets, then shifts along without, until some clever advertiser reminds her. Then she buys a lot of things that she could and did do without, but is so much more comfortable with, that she resolves never to deprive herself again. The necessities of civilization are so complex that the merchant should continually publish reminders, "lest we forget."—*New England Grocer*.

WHAT THE PRESS IS.

GREENSBURG REVIEW.

The PRESS is at all times absolutely and fearlessly independent and is metropolitan in every respect. It has the best market page, best sporting page and has more correspondents than any other paper in Indiana.

PERRY LUKENS, JR., New York Representative, Tribune Building, N. Y.

TARRANT'S POET.

Tarrant's Seltzer is one of the old time proprietary articles still advertised. Long before the day of adwriters there was in the Tarrant employ a poetical genius responsible for the following announcements, which appeared, among other publications, in *Appleton's Journal* during 1860. Defining the aperient as "Health's bubbling elixir," he first goes on to say:

Dancing, seething, sparkling,
Like the ocean foam,
Bursts the seltzer water
From its rocky home.
Creaming, surging, singing,
Lo, its chemic twin
Shimmers in the goblet.
Drink its freshness in.
Drink, forlorn dyspeptic,
Drink sick headache's thrall;
Drink, depressed and bilious,
Health awaits you all!

Next, under the caption of "Hear, Ye!" comes:

Hearken, all ye lean and gaunt,
That racking, nervous headaches launt,
Give ear, give ear, ye bilious crowds,
Attend, attend, ye sore depressed,
Who can't the simplest foods digest.
To you is proffered such a draught
As Hebe's patrons never quaffed.

Ease, health and strength 'twill soon
restore,
And, stepping backward from death's
door,
You'll bless the skilful hand that blent
The seltzer's every element
In one rare antidote, containing
Help sure and swift for the complaining.

Perhaps all the claims set forth in this final quotation would hardly be repeated now:

Bursting from the German sod,
Healing Gift of Nature's God,
Seltzer's Fountain flows amain,
Banishing disease and pain.
Reproduced by Chemic Art,
Lo, its perfect counterpart!
All the elements contained
In that Fountain, Heaven-ordained.
Form—in just proportion blent—
TARRANT'S FAMED APERIENT.
From a spoonful in the cup
See Health's well-spring bubble up.
Pure and fresh, as from the sod,
Bursts the sparkling gift of God.
Sold by all Druggists.

IMITATION TYPEWRITTEN LETTERS.

The idea of an imitation typewritten letter is to cause the recipient to believe that he is being personally written to by a letter dictated and prepared on a typewriter. If this result is not accomplished, what's the use of wasting paper and ink on the imitation letter, when a little circular saying the same things could be produced at a quarter of the expense?—*Our Silent Partner.*

The Golden Age is the GOLD DUST Age

that emancipates women of all ages from the tyranny of hard housework. GOLD DUST Washing Powder is the greatest boon of the century to woman, since it lightens her heaviest work. Large package is greatest economy.



RATHER PRETTY.

ber 30, 1900, a reproduction of which is given on the opposite page. As it will be seen, the first column under each month contains the issues of the weekly (twice-a-week) *American*, and the second column those of the daily and Sunday *American*. In the resume given below the tabulations the average for the entire year is expressed as follows:

"Grand total combined circulation for the year ending November 30, 1900, was 21,647,999 copies, divided by 365 days, shows the average number of complete copies to have been 59,309 3-5 copies for each issue."

This statement is one of the sort that is not available as given for the purposes of the American Newspaper Directory, for the following reasons:

First.—Because the publishers of the *American* include in the "grand total combined circulation" the output of the daily and the weekly (twice-a-week) *American*, and yet divide this combined total by 365 days only, and state the result to be the average number of complete copies, which cannot be the case.

Second.—Because the yearly average thus shown represents neither the weekday nor the Sunday, nor the weekly (twice-a-week) circulation of the *American*, but a combination of all three.

Third.—Because to quote the average yearly circulation of the *American* as given in this statement would lead an advertiser to believe the average given represents the output of the daily *American*, which is not the case.

The puzzling thing about this circulation statement is to guess why the circulation of the weekly is bunched with that of the daily unless an advertisement ordered in one is to appear in both, which is not in this instance supposed to be the case.

WE have perused with considerable interest the pamphlet containing the correspondence between General Felix Angus and the American Newspaper Directory, in which the Directory asks for certain circulation statements in a certain way—which the *American* proceeds to give—in another way. But which controversy seems to have finally resulted with satisfaction to all parties in interest. We have found the Newspaper Directory managers willing to do all in its power—under its rules—to oblige the newspapers, and it seems queer to us that those desiring to get into the game should not be willing to submit to the rules laid down.—*From the Fargo Forum and Daily Republican, of Wednesday evening, Nov. 28, 1900.*

IN ROCHESTER.

ROCHESTER, N. Y., Dec. 4, 1900.
Messrs. Geo. P. Rowell & Co., New York City:

GENTLEMEN—I have read with great personal interest all of the communications and the contents attached, in the issue of PRINTERS' INK of November 28, relating to Rochester and Rochester newspapers. Having seen fit to mix the *Times* in a communication, wherein the *Post Express* of this city seeks to secure a change in the Directory rating, I deem it at least worthy of some reply.

We have no quarrel whatever with the *Post Express* regarding the bull's eye designation. We are conducting a newspaper in every sense of the word as known in these modern times, printing the news when it is fresh and giving it to the people in such shape as to be appreciated by every class.

We are not running an eleemosynary institution, and we cannot at any time give up five columns of our valuable space to a review of an exegesis of the four gospels. Hence we make no claim whatever to being in the class in which the *Post Express* is desirous of entering.

Any one familiar with the Rochester field in the last few years is thoroughly posted regarding the immense increase not only in circulation but in advertising value of the *Evening Times*. There are five newspapers in Rochester and the *Times* is the only one-cent paper in a city of 165,000 population, and it must be conceded that printing as it does more editions than any other afternoon paper, it must have peculiar claims which cannot be controverted.

We do not claim a "large" carrier circulation on our last edition in the three wards mentioned by the *Post Express*, and even though we circulated 151 papers in these three populous wards in the city, we should not be especially proud of it, nor would we call it "large." When it is considered that this section of the city is supposed, from the letters, to combine the quintessence of double-distilled intelligence, it would seem there could be found more than 151 people who would appreciate "high-class literature" dished out by the pound. When the present management of the *Times* took hold of the paper here, there was practically no circulation of the *Times* in these three wards specified. What we have there now has been gained since then, and we are growing every day in our carrier circulation in that particular section of the city. It should not be overlooked, too, that the *Times* is the only paper in Rochester printing a noon edition, and fully fifty per cent of the sales on this edition are to the very class living in these three wards. It might seem peculiar elsewhere, but here the majority of these business and professional men go home to luncheon, and a canvass of the street cars from noon to 1.30 p. m. would show that the *Times* goes home with them and is generally left for the family to read.

In the other wards of the city, wards wherein live the artisans—and the high-class manufactures of Rochester make its artisan and factory-laboring class the best in the country—there the *Times*

circulates on its last edition by its own carriers, and is growing daily in strength. These people who take the *Times* pay cash for what they buy. They buy advertised articles more readily than any other class of people.

Some time since I was struck by a statement by Mr. George P. Rowell in an interview in the *Denver Evening Post* in which he put forth arguments for the popular paper, the paper that reaches the masses, and said it was necessarily the best advertising medium. In that interview, which we reprinted in the *Evening Times*, for it seemed to hit the case of this paper exactly, I was forcibly reminded that it covered the situation here in Rochester almost as if it had been written for this city, and were he praising the *Times* he could not have said more eloquently what he did say to satisfy us that in Rochester the *Times* would eventually become the leading newspaper and the leading advertising medium. I inclose extract from that interview.

It is plain to any one that the *Times*, printing all the news, having as it does the full report of the Publishers' Press and a strong local staff, and sold at half the price of the other papers of Rochester, can scarcely help forging to the front.

All this, however, is a preface to the hub of the whole matter. In *PRINTERS' INK* of November 28, the *Post Express* and the editorial comment upon its letters seem to be an introduction to a statement regarding the Directory rating of the *Times* as it appears in the American Newspaper Directory for 1900. In common with one of the editors of *PRINTERS' INK* we have wondered how the A. N. D. figured out the circulation of the *Times* so as to give us the low rating they have given. To my best recollection and in accordance with the custom of the undersigned the statement to the Directory was a detailed statement similar to the one which appears in the advertisement. It was properly signed by a responsible person of the *Times*' management and answered fully to the specifications set forth by the editor of the Directory in his reply to the editor of *PRINTERS' INK*. At least it was of sufficient force to cause the editor of the Directory to increase the rating from what it had been in 1898, some three thousand. This much cognizance of the claims of the *Times* was taken at that time.

Now I desire to emphasize that that circulation statement stands for just what it says—that the circulation of the *Times* for the period specified was as given in the table.

The *Times* has had its vicissitudes in the past, but it is climbing toward the 20,000 mark in circulation pretty steadily. It has 15,000 now, and with the new Hoe press to be installed inside of two weeks, in its new offices occupied since October 15, and with the increased size of the paper, we candidly expect to reach the 20,000 mark inside of a year. In the last two months we have added 828 new subscribers for carrier routes.

That the statements herein made are not mere idle boasts is evidenced by the statements made by Rochester mer-

chants contained in a booklet entitled "Results," which I take pleasure in inclosing. The originals of these letters are in the hands of the J. E. Van Doren Special Agency, Tribune Building, New York, our foreign advertising managers. When it is remembered that Rochester merchants are pretty conservative people, we submit that these letters are convincing and evidence of greatly increased growth of the advertising value of the *Evening Times*, and we are willing to rest our case on the verdict of these men who know the situation. We are,

Yours respectfully,
S. W. BOLLES,

Business Manager *Evening Times*.

As will be seen by the foregoing letter, the Rochester *Evening Times* claims to have sent to the Directory office a signed copy of the detailed circulation statement in question, which the editor of the American Newspaper Directory has failed to receive. However that may be, the assertion of the business manager of the *Times* in the above letter that the printed circulation statement referred to in *PRINTERS' INK* of November 26 is all right, is as good as if that circulation statement itself bore the manager's own signature, and the editor of the Directory now feels that the Rochester *Times* can be rated in the next edition of the Directory as having had an average circulation for the year ending February, 1900, of 13,455 copies per issue.

"CASE AND COMMENT."

ROCHESTER, N. Y., Nov. 23, 1900.
George P. Rowell & Co., 10 Spruce St., New York:

GENTLEMEN—In considering classification of *Case and Comment* for rating in the next Directory we would ask you carefully to look into our claim for a rating as "valuable more for the class and quality of its circulation than for the mere number of copies printed."

We claim this as a result of the way our list of subscribers is secured, viz.: There are about 120,000 lawyers in the United States. As there is no legal "Dun" or "Bradstreet," we have for the past twenty years been securing ratings of all these lawyers as far as possible, (1) through forty or more agents who are covering every section and who are required to report on every lawyer in their territory, definitely and fully, his professional and business standing; (2) through local banks also whenever an order for books is sent in; (3) through local attorneys and all other sources which we find available. We exhaust all these means and rate the man accordingly.

This has given us a growing and changing list of 60,000 to 70,000 law-

yers to any one of whom we would, as publishers, probably send a book or set of books, on his order. The rest we would not care to do business with except on a cash basis. We only seek for subscribers to *Case and Comment* from the select list. Between 20,000 and 25,000 secure the paper regularly as subscribers, and the balance are sent as samples, with subscription blank, to different sections of the country in turn, using our preferred list always. Sometimes, as this month, we enlarge the edition to 50,000.

We thus may safely claim that as far as such a thing is at all possible, we reach, once or twice a year, every lawyer in the United States worth reaching, and none others, except by accident, and so it is safe to put the price at 50 per cent. *Anyone* can have it, as no one will subscribe whom we do not wish to reach, not being asked.

A large proportion of the country lawyers are well off and more desirable customers than the city. Thus it happens that our proportion of the total is larger in the country than in the city.

Our magazine is widely quoted as authority by the highest courts in the country, as it is known to be edited, though anonymously, by the most able lawyers in the United States. Its advertising pages are limited in number to seven, and its patrons freely testify to its effectiveness.

It would be pleased to receive recognition by the "Alchemists' Sign" that no special medium in the United States will give such service as this *at any price*, or touch the relative effectiveness at the price—less even than the popular magazines.

We send this statement, not for publication, but simply for the purpose of securing, as we think we deserve, the preferred classification as to quality. We already head the "legal periodical" list. Very truly yours,

THE L. C. P. Co.,
J. B. Bryan, Vice-Pres.

This case of *Case and Comment* is similar to that of the *Atlanta Journal*, dealt with on pages 38 and 39 of *PRINTERS' INK's* issue for November 28. Being credited with the largest issue of any paper of its class, *Case and Comment* cannot properly claim that "Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed." Consequently *Case and Comment* is not entitled to receive the "bull's eye" mark. If in course of time its circulation should dwindle so that, instead of being at the head of the law journals it should belong at the foot, and its old time advertising rates should still be insisted upon, it might then perhaps properly be accorded the "bull's eye" (☉), which in every instance

will be found attached to a paper demanding more for its advertising space than rival papers of similar circulation are able to obtain.

NINETEENTH CENTURY IN A NUTSHELL.

This century received from its predecessors the horse; we bequeath the bicycle, the locomotive and the motor car. We received the goose quill and bequeath the typewriter.

We received the scythe and bequeath the mowing machine.

We received the hand printing press; we bequeath the cylinder press.

We received the painted canvas; we bequeath lithography, photography and color photography.

We received the hand loom; we bequeath the cotton and woolen factory.

We received gunpowder; we bequeath lyddite.

We received the tallow dip; we bequeath the electric lamp.

We received the galvanic battery; we bequeath the dynamo.

We received the flintlock; we bequeath Maxims.

We received the sailing ship; we bequeath the steamship.

We received the beacon signal fire; we bequeath the telephone and wireless telegraphy.

We received ordinary light; we bequeath Roentgen rays.—*Answers.*

AN UNRESEMBLING RESEMBLANCE.

Business is like a coy maid; to be won it must be wooed with ardor and persistency and with an eye on possible rivals. Here the resemblance stops, however. The maid is won, but the wooer of business must continue a wooing.—*Clothiers' and Haberdashers' Weekly.*

ILLUSTRATED TESTIMONIAL.



I AM NOW COMPLETELY CURED OF A VERY BAD RUPTURE. IT DID NOT CAUSE ME ANY PAIN.

CREAMERY ADVERTISING IN CEDAR RAPIDS, IA.

THE INTERESTING STORY OF HOW
AND WHY IT FAILED.

For the past two or three years the most original and enterprising advertiser in this city has been Mr. G. L. Hubbell, manager of the Cedar Valley Creamery, but three months ago his newspaper advertising ceased almost entirely. His ads had been so much out of the ordinary, and desirous to know the cause of their stoppage, I called on him to get some of the details for the Little Schoolmaster. I presented myself at the creamery, which is in the heart of the city, and after stating my errand was cordially received by the manager.

"When we began our newspaper advertising we first ran the letters 'C. V. B.' in a four inch space single column. We kept that there several days, then changed it to read, 'Use C. V. B.,' after that, 'Eat C. V. B.,' and then 'Inquire at Grocers for C. V. B.' Each one of these phrases was run several days in succession. There was no name attached, nothing to indicate what C. V. B. was. We did this to raise the public curiosity. Then we told them that 'C. V. B. means Cedar Valley's Best,' then a few days later we printed the name of the creamery and from then on told how our goods outclassed others.

"We then made a contract with a daily paper for a four inch single column space next to the reading matter, in which we could put anything we wanted. We headed this space 'Pointed Paragraphs,' and under it put items of local interest to readers and interspersed between them ads. such as 'A. N. Watson handles C. V. B. butter.' Sometimes we had jokes copied from other papers, in fact a tiny newspaper of our own. The matter was set in the same face type as the reading matter in the paper, and as it was next to the column devoted to locals, many people thought the items in our space were written by the reporters. They did not think I owned the whole space, although the firm name appeared at the bottom.

These paragraphs changed daily."

"How did the advertising pay?" the visitor asked.

"Newspaper advertising, so far as the local store is concerned, did not pay. It helped the stores that handle our goods and so helped our wholesale trade, but the retail wasn't helped much. Ours is a difficult business to advertise because no one will come from the other side of the city to buy what they can get nearer home. I think the display in the window and in the stand outside help as much as anything else to sell our goods. In regard to the results with novelties: they are no good but circular letters are a little better."

"What was the result of the contest for ads written by school children?"

"Didn't get a thing.

"In September I advertised for ten days a contest in which school children alone were eligible. It was a contest in which the one writing the best ad of our business was to receive a prize of five dollars. Several other lower prizes were offered for those which were not so good. Three or four people spoke to me about it, and some said that the highest prize was too large, that the parents would help their children, etc. One boy telephoned to know if he could submit more than one ad. Yet when the time limit expired not one ad had been submitted by any one! Then I ordered my space in the paper discontinued. Either the paper didn't reach the people it should or else I wasn't able to write good ads; in any case I thought it best not to spend any more money on the paper."

In all of Mr. Hubbell's advertising outside of the newspapers he always uses green ink, even to the name on the wrapping paper. This fact and also the using of the letters C. V. B. on everything connected with the creamery had influence for good on his advertising.

HERBERT H. SMITH.

WHEN a man comes to realize that it is just as much to his interest to read advertisements as it is to the advertiser's interest to print them, then advertising will receive the recognition it deserves. It will no longer occupy a false position.—*Sates.*

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

To use it is to value it.

A SAVING on every item.

THERE is but one Sapolio.

DWARF prices on giant values.

ONE cake will prove what we say.

BE a clever housekeeper and try it.

COSTS little. Goes far. Lasts long.

LITTLE suits for little people at a little price.

THE wool in our clothing didn't grow on a cotton bush.

A THOUSAND dollars are not worth as much as good health.

THE name Lambert Brothers is a guarantee of equality.

THESE socks are not iron, but there is hard wear in them.

To use it means a beautiful, healthy skin free from blemish.

A CIGAR that from the first to the last whiff is a realization of good value.

WE are ready to compete with any kind of a sale except an auction sale.

COULDN'T afford to let any man go out unless we were satisfied as well as he.

LET your expectations be ever so high, they will be more than realized in this sale.

THE value to be derived from this system cannot be measured in dollars and cents.

THE best work cannot be done for a lower price and need not cost a higher one.

WE are here to make ordinary looking men look well, and good looking men look better.

THEY are suits for men who have individual and autocratic notions regarding their apparel.

THESE must get out of the house, and in order to move them, we'll put move out prices on each one.

No matter what your taste, we can satisfy it. No matter what your income, we can keep within its limits.

YOU know our clothing. You know that it is our make, and you know that we make clothes only one way.

WHEN you get tired of paying the "tony tailors" their extravagant prices and get enough of the "cheap tailors" try us.

ROSES are always on the tables, and delicate china, glass and silver add to the pleasure of a dinner well cooked and daintily served.

WE offer you the latest, freshest and most stylish merchandise, for it goes to you direct from America's greatest market-place—New York.

UNDOUBTEDLY you find it necessary at times to order your meats by mail. In case you do, you want to know your

orders are going to receive the proper attention. Send your mail orders to us. They will receive the kind of attention you desire.

SOME men buy tags; others buy excellence in hat making, perfection in shape, beauty of finish, and put a comfortable income into their pockets. We're serving such men in this sensible hat store—and they're wearing top hat excellence, too.

IT's perfectly plain that the more hands any article passes through the more expensive it gets—each has to have its profits, and the consumer must pay it. When you buy here you buy from first hands—and pay but one fair profit above the actual manufacturing cost.

THE Eiseman factory supplies the Eiseman stores—this is modern merchandising, and we were among the very first to adopt it. You can see the great advantage this has over the old way—we save, and you save, all the profits that formerly went to the middle man.

OUR object in sending you this little booklet is to impress upon your mind that we are printers, ready and anxious to do your work in the best possible manner, latest style, the way you want it, and above all, when you want it. We never ask a customer to wait a minute. Try us and see.

OUR first aim is to see that every article is substantial and durable. Next we see that it is thoroughly artistic in design. Our experience of twenty-four years enables us to do this. We know how to get size and beauty into silver without any sacrifice of strength—we know how to get the fullest measure of strength without sacrificing beauty.

WE write a policy that is not duplicated by any life insurance company in the country, nor has it its equal in the market. The strength of the company is second to none. Our contracts are very liberal. For adaptability to changing circumstances it has no superior—it provides for all possible financial embarrassments, gives full insurance for minimum cost, and a profitable return in old age.

WHEN you buy an article from us, that article is just what we say it is—it will be worth just what you pay for it. The too prevalent idea that everything in a jewelry store costs a great deal is an error. Money invested at Lambert Brothers' will assure far more substantial and more lasting value than money spent at any bargain counter in the world—no matter whose or where.

ALL correspondence, no matter in what connection with our business, gets our best attention, which means that all inquiries and orders are comprehensively considered and that every point the writer has in view is answered in a manner that leaves nothing to be desired. Each letter receives the most analytical attention, and its answer is aimed to give the correspondent the same satisfaction that he would receive in a personal conversation.

CIRCULATION

(WEEKLY STATEMENT)

St. Paul Daily Globe

Ernest P. Hopwood, superintendent of circulation of the St. Paul GLOBE, being duly sworn, deposes and says that the actual circulation of the St. Paul GLOBE is herewith correctly set forth:

Monday, Nov. 19.....	17,450
Tuesday, Nov. 20.....	17,400
Wednesday, Nov. 21.....	17,390
Thursday, Nov. 22.....	17,400
Friday, Nov. 23.....	17,650
Saturday, Nov. 24.....	17,600
Sunday, Nov. 18.....	17,500

E. P. HOPWOOD.

Subscribed and sworn to before me this 26th day of November, 1900.

H. P. PORTER,

[Notarial Seal.]

Notary Public, Ramsey Co., Minn.

FURTHER PROOF IS READY.

The GLOBE invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and the disposition made of the same. The GLOBE is the only St. Paul daily paper that makes this offer.

THE DAILY GLOBE, St. Paul, Minn.

C. H. EDDY, WILLIAMS & LAWRENCE,
10 Spruce St., New York. 67 Washington St., Chicago, Ill.

IN SOUTH AMERICA.

CHICAGO, Dec. 7, 1900.

Editor of PRINTERS' INK:

One of the Salesmen's Clearing House (Chicago) members is in Chicago, looking for a suitable firm to represent, in either Mexico, Central America, South America, or all those countries.

He states that the U. S. merchants are far behind the Germans, etc., down there in volume of trade. He says we do not handle the proposition properly. Men are too often sent who are far from fluent linguists and sometimes ignorant of Spanish, German, etc., having then to depend on interpreters, who have often victimized them. Another mistake is to dispatch men there on a commission basis. The trips are costly, often, and a traveler for a European house is given carte blanche, hence he, in the end, is more economical, because he can push on with the utmost speed and not wait for cheaper transportation. The time saved enables him to cover more territory, and so do more business. He states that there is an opportunity for some one to compile a credit rating book for those countries. He estimates that it would take about six months to compile Mexico; Central America about three months; South America about one year. The staff to consist of say ten native young business men, under an American leader, skilled in such undertakings. This corps could also compile a valuable business directory, which he claims is at present unobtainable. Asked if mail order business could be developed, he replied that he could see no reason why it could not be. He stated that to open up this trade men must be sent who will stay with the line until it has been popularized. He cited the fact that it took ten years to educate the United States to use cash registers.

Advertising operations need not be on a pretentious scale at all, that is, as a PRINTERS' INK reader reckons. However, some should be done, and done rightly. The population is so ignorant that they could not even read printed advertising. They can read pictures, though; also understand displays of the goods themselves. Here again the experience of a traveler is vital. Much advertising is most effective if gotten out for the occasion on the spot. This, our informant states, he is absolutely competent to do. Many travelers sent there are advertising novices. He knows all about PRINTERS' INK and would not be without it. His house regularly mailed it to him.

He stated that U. S. merchants are missing vast possibilities in those countries, but that those who do get there, before the inevitable rush sets in, a few years hence, will be strongly intrenched and repaid for the pioneering to be surmounted to-day. "Possession is nine-tenths of the law."

Very respectfully,

SALESMEN'S CLEARING HOUSE.

H. H. Baker, Manager.

If you write as though you did not care a rap about the goods and have no genuine faith in them yourself, you can hardly expect the public to rush to buy them.—Hudson (N. Y.) Register.

IN PHILADELPHIA.

PHILADELPHIA, Pa., Dec. 6, 1900.

Editor of PRINTERS' INK:

One by one the Quaker City stores are assuming holiday garb. Chestnut street and Eighth street are daily thronged with shoppers. "Piano Row" contains some very attractive displays. C. J. Heppe & Sons, at No. 1117 Chestnut street, extensive newspaper advertisers, have a unique window display made up of a lot of circular music-box records, the largest being in the center, followed by the smaller ones according to size, until the very small one tapers at the end, all arranged on a pivot in the shape of a huge star. This is kept constantly revolving by means of an electric motor which is not seen. At each point of the star there is attached an incandescent electric light, which, as the star revolves, continually flickers out and lights up, thus attracting the eyes of those who pass. The window of a dealer a few doors away shows a Japanese juggler, whose antics with a ball and parasol (worked by machinery) are animated and human-like.

A novelty in advertising, the first of the kind ever seen in this city, is that adopted by Keith's Theater. The foundations are now being laid for the new "One Million Dollar Structure," on Chestnut street above Eleventh, and every cartload of dirt taken from the site has a large sign on a pole stuck into the center of the cart and bearing the inscription, "From Keith's New Theater." This has proven sufficiently unique to elicit several free notices from the newspapers. Very truly yours,

JOHN H. SINBERG.

NOT PRACTICABLE.

Office of

THE BAKER & TAYLOR CO.

NEW YORK, Dec. 11, 1900.

Editor of PRINTERS' INK:

The inclosed slip of the Rochester Herald contains the sort of information that one looks for in vain in your newspaper directories. Review copies are sent out by publishers to the extent of thousands of dollars and each one must learn even the fundamental fact—if a newspaper has a literary and review department. Isn't the matter in its several possibilities worth your consideration? Yours very truly,

T. L. KELSO.

DEAR SIR—Permit me to point out that, during the calendar month of November, an important one for the publisher, there were reviewed or otherwise noticed in the four daily newspapers of Rochester, 212 books, and that the space devoted to the literary departments of these papers is as shown herewith:

		No. Books Reviewed.	Cols. of Space.
Rochester Herald	112	20
Rochester Democrat and Chronicle	59	6½
Rochester Post Express	23	8½
Rochester Union and Ad- vertiser	18	7½

This ought to be sufficient to indicate the relative importance of the Rochester newspapers as a medium for reaching the public which buy books.

THE LITERARY EDITOR.

"IT DEPENDS."

DANBURY, Conn., Dec. 4, 1900.

Editor of PRINTERS' INK:

The following clipping from the *National Advertiser* appears in PRINTERS' INK, issue of Nov. 28:

WORTH THOUGHT.

Because hope and faith are so much stronger than reason, the most extravagant advertising may be made to pay. An infinity of proxy platitudes has been written about "argument" in advertising. It is an open question whether more people are moved by argument than by strong, bold statements, or repeated and stuck to until everything is blue.—*National Advertiser*.

It strikes the writer that the answer to the "open question" in the above is the answer to so many other "open questions"—"it depends." It depends upon several things, but chiefly upon the price of the article advertised. The simple, bold, brief style of the Uneceda Biscuit advertising was good advertising—for Uneceda Biscuit. The four-page argument for the Pianola in the November *McClure's* was good advertising—for the Pianola. Uneceda Biscuit sell for 5c. a package; the Pianola sells for \$250.00. The point is right there. A long argument for a five or ten cent article would be obviously unnecessary and superfluous. "You need a Pianola" wouldn't sell any man a Pianola unless he were hypnotized. Any one will risk five cents to find out for themselves what a thing is. A. W. THOMPSON.

A GOOD AD FOR WALTER.

CHICAGO, Dec. 7, 1900.

Editor of PRINTERS' INK:

Since sending you the small note found on my desk written by my brother, Oscar, a year or so ago, there have appeared in "The Little Schoolmaster" several comments from time to time regarding the article. You evidently considered this a good ad for PRINTERS' INK, but it has proven to be as good an ad for myself and brother as for your paper. Only a few days ago the president of a large manufacturing concern here in Chicago asked me if I were the fellow that was going to wear diamonds by reading PRINTERS' INK. I said that was the case. He then gave me \$700 worth of engraving, which he said would help pay for the diamonds. Just keep this up a little longer and we will all three of us wear diamonds—and not Barrios diamonds either.

Yours very truly, WALTER BINNER.

KEYING RETAIL ADS.

DANBURY, Conn., Dec. 4, 1900.

Editor of PRINTERS' INK:

Suppose you're a shoe dealer. Instead of advertising "Our \$3.00 Shoe for Men" advertise "Our 'King' \$3.00 Shoe for Men," and "work in" the name "King" as often as practicable through the body of the ad, the idea being to get customers who are brought in by the ad to ask for "the King \$3.00 Shoe" instead of merely "a \$3.00 shoe." This plan may be used in nearly all lines of retail business, and is a good way to key retail advertising.

A. W. T.

THE FIFTH SUGAR BOWL.

BANGOR, Me., Dec. 10, 1900.

Editor of PRINTERS' INK:

In the matter of the award of the Fifth Sugar Bowl: Regarding the "quality" of our circulation, if any person supposes that our *Weekly Commercial Farmer and Villager* is not taken by the better portions of the communities in which it circulates, that person is grievously in error. Its subscribers include clergymen, physicians, lawyers, justices of the peace, manufacturers, owners of saw mills, spool mills and country merchants.

It will be admitted that in country towns the members of the school committees may be considered above the average of their fellow citizens in education and intelligence. In the northern and eastern Maine towns off the railroad nearly fifty per cent of the members of the school committees are subscribers to the *Weekly Commercial*.

Reference to the Maine State Year Book—a directory of the town officials, merchants, manufacturers, et al.—and comparison with a certified copy of our subscription list will substantiate these facts, as the editor of PRINTERS' INK can testify.

Respectfully submitted,

J. P. BASS & Co.,

Publishers Bangor Commercial.

Per Julius Mathews.

EXPANSION IN JOLIET.

JOLIET, Ill., Dec. 5, 1900.

Editor of PRINTERS' INK:

The *News* has determined on the species of expansion which may be of interest to the Little Schoolmaster's readers. We have entered into a contract with a majority of merchants to print and distribute 2,000 extra copies of the paper for one year, and they are to pay a horizontal increase of 5 cents an inch on all display advertising. There will not be a half a dozen kickers in our entire list of home merchants. These papers are to be treated as samples, to be sent to people in Joliet and to every postoffice on a railroad within touch and easy reach of this city. But we have put out one of our best newspaper men, whose business it will be to make a paid reader out of every one of them. We will guarantee the circulation at 8,000, which will be acceptable even by the American Newspaper Directory. One remarkable feature about it was that the men who pay us \$1,000 a year for advertising were the first ones to agree to the proposition.

Yours truly, H. E. BALDWIN,

Secretary News Company.

NEWSPAPERS AS WRAPPERS.

There was a time when household purchases in this country were wrapped up in old newspapers, the newspapers being furnished by men who made a business of collecting them and selling them to grocers, butchers, bakers and other tradesmen. In the forward march of events these wrappers were relaced by straw wrapping and manila paper and paper bags. In Italy they cling to the old newspaper, the purchaser, however, providing it for himself.—*Printing Times*.

"AN ADVERTISED ARTICLE."

PULASKI CITY, Va., Dec. 5, 1900.
Editor of PRINTERS' INK:

As a word that might express "An Advertised Article" I suggest *Adverticatum*, plural *Adverticata*. The suggestions made are certainly interesting, but then I have found everything in *PRINTERS' INK* interesting for years.

Truly yours, HUGH HINDE.

NEW YORK, Dec. 5, 1900.

Editor of PRINTERS' INK:

"Adarticle" is euphonious, easily remembered, simple and brief. It is also etymologically more nearly correct than any other word, combining as it does advertisement and article. It would therefore come natural to say "ad-article." "Ad-article" by all means.

S. S. BALDWIN.

EFFINGHAM, Ill., Dec. 6, 1900.

Editor of PRINTERS' INK:

Looking over the list of words suggested as representing an advertised article, it occurs to me that "Adfamed" or "Adfamous" would be more expressive and wieldy than any yet presented, and be at once comprehended by all familiar with the English language. Yours truly R. F. LAWSON,
Editor Country Postmaster.

VALLEY VIEW, Ky., Dec. 7, 1900.

Editor of PRINTERS' INK:

I suggest that the word "adbuysee" be used when we speak of "an advertised article." Your Little Schoolmaster is a pedagogue of no mean ability.

Yours truly, J. L. SOWERS,
Editor and Publisher the Argent.

CHICAGO, Dec. 7, 1900.

Editor of PRINTERS' INK:

Adarticle — Euphonious, comprehensive, evidently the word sought.

An Adverticle—More whimsical, but good.

An Adthing—Two syllables and comprehensive, but inelegant.

An Exploitum—High sounding, but would it take?

A Resadverta, A Propublicite, An Advertitem—Transmogrification, also, is in this class.

An Advertized, An Adology, A Popularized, An Advertisee, An Advertart, An Adart, An Adgrown, A Resad, A Publit, An Aditem, An Admade, A Welnone—Labored, whimsical.

Respectfully, H. H. BAKER,
Mgr. Salesmen's Clearing House.

MINNEAPOLIS, Minn., Dec. 7, 1900.

Editor of PRINTERS' INK:

What's the matter with coining a word to fit, say "Adfamed"—received its name through advertising! Am I not "it," now? Yours truly,

J. BINGHAM.

NASHVILLE, Tenn., Dec. 7, 1900.

Editor of PRINTERS' INK:

The word you are seeking: "Eyesore" or "I-sore." Because a well-advertised article indeed becomes an eyesore. You see it everywhere. Please send \$5,000 for the word. Yours truly,

S. MOULTRIE SHREWSBURY.

BUFFALO, Dec. 7, 1900.

Editor of PRINTERS' INK:

Referring to your article in the current issue upon the best name (a coined word) for "an advertised article," it is my opinion that, as simplicity is always very desirable in selecting names, no better name has yet been suggested than the word Adarticle. It may be possible, but it will be difficult to beat this word, from the standpoint of simplicity and non-necessity of further explanation.

Yours very truly, JOHN C. DEWEY.

NEW YORK, Dec. 8, 1900.

Editor of PRINTERS' INK:

Descriptive of "an advertised article," I would suggest "Adnonarticle" as a word for the purpose. If not acceptable, I think "Adarticle" to be the best of those already suggested.

Yours very truly, W. F. LEE.

PITTSBURG, Pa., Dec. 10, 1900.

Editor of PRINTERS' INK:

For a word representing "an advertised article" I would suggest "Adseen."

Yours very truly, DAVID DUNNING.

JEFFERSONVILLE, N. Y., Dec. 10, 1900.

Editor of PRINTERS' INK:

The words submitted to you thus far to represent "an advertised article" are either too long, too complicated or too ill-sounding. What we want is something short, simple and pleasing to the ear. While the use of appropriate contractions or derivatives is preferable, they should not be considered absolutely necessary for the new word. However, here are a couple more suggestions: "Ader" and "Adets" for singular and plural; or "Adim" for singular and "Adem" for plural.

Yours very truly, WM. LIEB.

DODGE CITY, Kan., Dec. 1, 1900.

Editor of PRINTERS' INK:

How would "Advertisicle" do to mean "An Advertised Article"?

Yours truly, Jos. P. JOQUEL.

PRINTERS' INK asks for suggestions for a new word meaning "advertised article." How would "adverticle" do? Advertisement gets its name from Latin words signifying "to turn attention to," and article is derived from "artus, a joint," its meaning, when used in connection with goods, being "a separate commodity." The objection to "adverticle" is that it covers the "turning attention to" but not the "separate commodity." "Advertart" would be etymologically correct, but impossible from the euphonic standpoint. The same may be said of "vertart," with the further objection that the omission of the intrinsically unimportant preposition "ad," (meaning "to") takes away the exact portion which has attained modern significance. So that at present "adverticle" (with the possible alternative, though less complete etymologically, of "adarticle") appears to *Newspaper and Poster Advertising* to be as good a word as can be constructed, unless some entirely new word and meaning are to be coined.—*Newspaper and Poster Advertising, London, England.*

AN ADVERTISING SCHEME.

A local photographer has hit upon a novel advertising scheme by having a wagon driven through the principal streets, on top of which stands a dummy figure of a man behind a camera, his head concealed under a black cloth. So natural is the pose that many persons are deceived, and think it is really a man taking a photograph. This deception led to a ludicrous scene recently. The wagon turned a corner rather abruptly and off into the street toppled the dummy and the camera. At once a crowd of several hundred people gathered around, and as the dummy naturally lay lifeless where it had fallen, those on the outskirts of the crowd, who had seen the affair from a distance, were most solicitous. One excited young man rushed to the patrol box and turned in an alarm, but by the time the patrol wagon arrived the hoax had been explained and the crowd had dispersed.—*Philadelphia Record*.

AT THE OTHER END.

Nathan Strauss, the great New York merchant, when asked what had contributed most to his remarkable career, said: "I always looked out for the man at the other end of the bargain."

Mr. Strauss says that, if he got a bad bargain himself, he could stand it, even if his losses were heavy, but that he could never afford to have the man who dealt with him get a bad bargain. He felt that his own loss, however great, might possibly be repaired; but that, if a man who had dealings with him should lose, or be deceived thereby, nothing could ever compensate him (Mr. Strauss) for this, as his character would be permanently injured. The history of the leading business establishments in this country shows that the men who built them up always looked out for "the man at the other end of the bargain."—*Success*.

A FARMER'S IDEAS.

I like to see men hustling for business and embracing every opportunity to get it, but they don't want to embrace too hard. You know the result of hard embraces, especially after a big meal. I don't mind it if a man comes to my place and takes possession of it, kicks the dogs around to suit himself, tickles my big girls under the chin and punches my wife in the ribs to make us think he is a great fellow, but when all this winds up with an order for a piece of machinery that I do not need or a fuss, I feel that it is carrying the joke too far. And I wonder if the manufacturers know all about it.—*Agricultural Advertising*.

IN THE WHOLE RUN.

An advertising adviser who will permit his client to use misleading statements in his advertisements, and who by so doing tacitly agrees that that form of advertising is more profitable than telling the truth, is not the kind of man who is going to win out in the long run.—*Thomas Balmer*.

THE CARE OF BLOCKS.

Thousands of blocks get spoilt by not being properly treated when stored away. They should be kept in a dry place. It is best to wrap each block in paper—news paper will do—first placing a piece of blotting paper on the face. This blotting paper not only acts as a protection against scratching, but also absorbs any moisture which may condense on the cold metal, and which would otherwise corrode it. Blocks, after using must always be thoroughly cleansed. A printer has his own way of doing this, and will generally return the blocks to the advertiser quite clean. Should they, however, require cleaning it can be done with benzine. Never use kerosene for this purpose. Do not put rubber bands around metal blocks, as the sulphur in the rubber and the moisture in the air corrode the metal. Be careful that no writing ink or other acid is spilled on the metal, as it will spoil the polished surface.—*Advertisers' Review*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

ADS for the DAILY JOURNAL, Asbury Park, N. J. Circ'n 2,157. Rate 7 cents an inch.

ESTABLISHED weekly paper wanted; all particulars. Cash down. Box 2011, N. Y. City.

TIMELY editorials, all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—To supply somebody with a good adman. That's me! GEO. B. WILDS, JR., Wickliffe, Kentucky.

WEB pressman, can do stereotyping, wants position. Weekly paper preferred. Address "N. Y.," care Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent reporters, editors & advisers to publishers. 15 Cedar St., Springfield, Mass.

PUBLISHERS—Keep your subscriptions up to date. Simple and practical method. Send for circular. A. J. CHARLES, 164 W. 66th St., Chicago, Ill.

WANTED—A Hoe or other first-class newspaper machine that will produce 20,000 four-page six col. papers an hour. Will pay cash. "X Y Z," care Printers' Ink.

ADVERTISING man (21), reliable, good habits, first year's advertising experience. All references, will make himself generally useful. Salary moderate. "S.," care Printers' Ink.

THE ASBURY PARK DAILY JOURNAL wants your ad. Covers the city and five villages every afternoon; eight pages; circulation, 2,157; rate 7 cents an inch. Sure results. Asbury Park, New Jersey.

TRADE PAPER PUBLISHERS—Journalist of wide experience writes original articles, correspondence and interviews. Photos, if desired. Translations from foreign exchanges. WM. C. HIRSCH, Postoffice Box 2241, New York.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WE will pay \$10 for the design for a trademark best adapted to our business. Design must be simple and striking and characteristic of medicinal preparations. Address THE MASSACHUSETTS MEDICAL CO., Box 1140, Boston, Mass.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the plucky pointed, practical kind, and are profitable at the price. "JACK THE JINGLER," 10 Spruce St., N.Y.

I HAVE a good proposition to make to a printer who can take my place. Do all the work myself, though it could be enlarged to use a boy. If interested, write me. Would like full particulars. Country weekly. T. W. BAKER, Exeter, California.

A CHANCE to learn the linotype and details. Special rates to operators desiring mechanical course. Every branch thoroughly taught; reference, Mergenthaler Linotype Co., New York. Write for catalogue. Mergenthaler Linotype School, 61 G St., N.W., Washington, D.C.

THE management of a high-class engineering publication desires to secure the services of a man of proved capacity to take charge of its Eastern advertising field, with headquarters in New York. Intelligence, good address and some engineering training are essential to success. "WORKER," care Printers' Ink.

WANTED—A man to take charge of a composing room. Must be a man of good presence, education and character; a good disciplinarian and have original and up-to-date ideas of display advertising. Must also be able to furnish good references as to character and ability. Address all replies to "C 31," care Printers' Ink.

WANTED—Two experienced young men want to lease daily newspaper plant, with privilege of buying at end of first or second year, in town of from 5,000 to 10,000. Very best references. Not particular whether business is paying now or not. Plant must be in fair shape. Address E. ADAM SPROUL, care Daily News-Herald, Joplin, Mo.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

COIN CARDS.

33 PER 1,000. Less for many; any printing. THE COIN WRAPPER CO., Detroit, Mich.

WINES.

HOW CHAMPAGNE IS MADE, sent free. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

CALENDARS.

CALENDARS—5x7, half tone cut of Niagara: 500, \$5.50; 1,000, \$10, including your ad. FINK & SON, 4th & Chestnut Sts., Philadelphia.

PRESS CLIPPINGS.

THE MANHATTAN PRESS CLIPPING BUREAU, 2 West 14th St., N. Y., gives the best service of press clippings. Trade items a specialty.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BUREAU MANUFACTURING CO., 614 Park Row Bldg., N.Y.

SPECIAL REPRESENTATIVE.

H. D. LA COSTE,
38 Park Row, New York,
special representative for leading daily newspapers.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700 p. ill'd list price catalogue free. S. F. MYERS CO., 45-50-52 Maiden Lane, N.Y.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 15 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N.Y.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

PENS.

EFFSEY FALCON PENS write easy on rough or smooth paper. Order to-day. Gross \$1. Sample box 13c. THE PAUL CO., Red Bank, N.J.

We have a special offer for newspaper men wanting fountain pens for their own use or as premiums. FERRY PEN CO., Box 31, Milton, Wis.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet, samples, for stamp. H. KAHRS, 240 E. 33d St., N.Y.

ILLUSTRATORS AND ILLUSTRATIONS.

ORNAMENTS and initials to give a distinctive style to your booklets and printed advertising matter. Send for illustrations and prices. "Volume X," KEYSTONE TYPE FOUNDRY, 731 Sanson St., Philadelphia, Pa.

MAILING MACHINES.

MAILER'S DELIGHT, labeler, '99 pat., \$12. REV. A. DICK, 43 Ferguson Ave., Buffalo, N.Y.

PRIENTERS' INK uses Wallace & Co.'s Addressing Machine, so does The Cosmopolitan Magazine, The Delinquent, The Ledger Monthly and scores of the large publishers of the country. WALLACE & CO., 10 Warren St., N.Y.

ADVERTISING NOVELTIES.

BRONZE letter operators. Gun metal finish. Write. H. D. PHELPS, Ansonia, Conn.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADDRESSES.

COPY select list 1,000 names, \$2. New. J. B. NORMAN, St. Paris, Ohio.

MAIL order names, up to date. Mothers who have ordered within 30 days. Price \$1 per 1,000 or 15,000 names for \$10. DOWNEY & HENRY, 167 Dearborn St., Chicago, Ill.

RELIABLE addresses, carefully selected, of 1,500 well-to-do and prosperous farmers in Connecticut, \$2, postpaid. No "worked to death" names. JOHN J. DAINTON, Meriden, Conn.

BUSINESS OPPORTUNITIES.

ONLY paper in South Jersey town of 12,000 for sale at a sacrifice. Opportunity to make a property worth at least \$10,000 within two years. Business at present \$7,000. Applicant should have \$3,000. EMERSON P. HARRIS, 150 Nassau St., New York.

DAILY paper in prosperous, growing city near New York. Fine chance to make valuable property. Gross annual business \$2,000. Fair plant, good circulation, \$10,000 to \$15,000 cash necessary. Reference required. EMERSON P. HARRIS, 150 Nassau St., New York.

REPUBLICAN weekly paper in New York. In favor of Governor-elect. Must be sold this month for personal reasons. Gross annual business \$5,000, profits \$2,500. Plant inventory, \$3,500. Price \$4,500. Township 5,000. Write without delay. EMERSON P. HARRIS, 150 Nassau St., New York.

ADVERTISING AGENTS.

MERCHANTS, mfrs., mail order men who want "live" salesmen or ag'ts everywhere should send for bargain lists leading "want ad" papers. HUNGERFORD & DARRELL AG'CY, Balto., Md.

MAIL ORDER.

SECRETS of the mail order trade. Valuable volume, the only reliable book upon the subject. Price \$1 or 4 shillings, post free. SAWYER PUB. CO., 525 A, Temple Court, New York City.

ADVERTISING MEDIA

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

BACK-COVER quarter page, 30,000 circ., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D.C.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 4,500. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 9c. line. Close 24th.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

YOU can't afford to miss the NATIONAL FARM JOURNAL, Shawneetown, Ill. if you want to get your name before the people. 30 word ad only 25 cents.

TRY an advertisement in the NATIONAL FARM JOURNAL, Shawneetown, Ill. 30 words, 1 time, only 25 cents; 3 times, 60 cents. It goes to the best class of farmers and mail order buyers in the United States.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

THE NATIONAL FARM JOURNAL, published monthly at Shawneetown, Ill. is gotten out in PRINTERS' INK size, with heavy colored backs, and is kept by its subscribers for future reference. Try an advertisement, 30 words, 1 time, only 25 cents; 3 times, 60 cents.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued Dec. 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

NEWSPAPER BARGAINS.

\$2,800 BUYS a good Republican weekly in Ohio. Reasonable terms.

\$1,500 buys a good weekly proposition in Oregon. \$500 or more down.

\$1,500 buys a good Democratic weekly property in Ohio. Reasonable terms.

\$8,000 buys a lively daily proposition in Connecticut; large field. \$5,000 cash required.

\$7,000 buys the best weekly (syndicate) newspaper business in New England. Profits past year over \$5,000 and increasing. \$4,000 or more cash.

\$5,000 buys half interest in fine daily business in Iowa. Easy terms to a good newspaper man—and will not sell to any other.

Newspaper owners can secure reliable men for any department in newspaperdom via

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

FOR SALE.

\$6.50. PAIR Puncture-proof Tires, prepaid. ROADSTER TIRE CO., Camden, N.J.

FOR SALE - Home farm magazine, published monthly, owner has other business. Address Box 95, Indianapolis, Ind.

\$100 BUYS a complete bound file of PRINTERS' INK (32 volumes). Address "P. I. J.," care Printers' Ink, 10 Spruce St., N. Y.

\$400 WILL buy complete news and job outfit in the best country newspaper field in Central Ohio. Address THE CITIZEN PUB'G CO., Danville, Ohio.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

GEORGE R. CRAW, mail order advertising. Box 502, Cincinnati, Ohio.

SAMPLE retailer's ad, \$1. Send facts. WM. WOODHOUSE, JR., Trenton, N. J.

ONE ad written purposely for you for \$1, cash with order. FRANK B. WILSON, Kenton, O.

ILLUSTRATING, any style, original and other ideas. M. P. GOULD CO., Bennett Bld., N. Y.

ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

JED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.

ADS that pull. Give us a trial at 50c. each. We place ads too. MOYER'S ADVERTISING AGENCY, Newark Valley, N. Y.

TWENTIETH century ads for every line of business. Ideas and prices that are fetching. GEO. B. WILDS, JR., Wickliffe, Kentucky.

SHOE RETAILERS!—Write for my copyrighted folder telling about several out-of-the-rut plans for booming your business. Free to proprietors and managers. BULLIS CORBIN, 253 Broadway, New York.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

RESULTS!—That is what I always aim at and my customers often wonder at the accuracy of my aim. I write, illustrate, design and print all kinds of advertising literature in a neat, clean, convincing manner, just the way it should be done. Send along a trial order and see if I cannot hit the "bull's-eye" of trade for you. Also send for my booklet, "Ten Dollars a Thousand." It will interest you. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

PAN=AMERICAN

BUFFALO, N. Y.



United States Government Building—Pan-American Exposition.

The United States Government is spending \$500,000 upon its group of three great buildings and the exhibits to be contained in them. The several departments of the government will make very complete displays, and in addition to these will be new exhibits from the Hawaiian and Philippine Islands, Tutuila, Guam, Porto Rico and Cuba. Among the more important features will be the great exhibit of fishes, the Weather Bureau, exhibits from the Mint, naval and war exhibits and many others. Of particular interest will be the big gun exhibit—a group of three immense pieces of ordnance being mounted immediately at the north of the main Government building.

All the line
Street Cars in
falo, Niagara
Lockport and
awanda, either
direct or tra
to the Expo
grounds. Write
our lithogra
folder.

We control the advertising in all lines of

GEO. KISSAM

378 MAIN STREET,

TELEPHONE AREA 181

AN EXPOSITION,

FALL, 1901.

the lines of
Cars in Buf-
Niagara Falls,
port and Ton-
la, either run
or transfer
the Exposition
ds. Write for
ithographed



Propylæa—Pan-American Exposition.

The illustration herewith shows the western end of the Propylæa. This is an architectural ornament of very beautiful and imposing design. It marks the northern boundary of the Plaza, and is designed as a screen, separating the Exposition from the noise and smoke incident to the traffic of steam railways which pass the Exposition grounds upon the northern side. The Propylæa is 500 feet long with a massive towered entrance at each end.

l lines of the International Traction Co.

SSAM & CO.,

BUFFALO, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising
and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUD-
GATE HILL, E. C.

NEW YORK, DEC. 19, 1900.

SOME of the "PRINTERS' INK babies" have never discarded their long dresses.

As advertisements go, a good imitation is often better than a poor original.

FEW papers and large space appears to be the prevailing opinion among large advertisers.

CIRCULATION claims often have wider circulation than the papers for which the claims are made.

THE advertisement must convince the reader that the article advertised merits the good things said about it.

QUALITY of circulation may be all right, but the up-to-date advertiser wants to know the quantity of the quality he is getting.

THE following notice is posted on the wall of a railway station in New Hampshire:

NOTICE.—Loafing either in or about this room is strictly forbidden, and must be observed.

HAVE you noticed that the ads in a live, up-to-date newspaper are generally in keeping with the paper itself, and that a sleepy, old foggy or smudgy looking sheet has the same kind of ads? Is it because the newspaper braces up the advertisers, or the advertisers put life into the medium?

THE "opportunity of a life-time" seldom comes heralded by a brass band.

THE fact that a man can write catchy, well-worded advertisements is no indication that he is an advertising expert. Coupled with this, there must be a thorough business training, a knowledge of selling methods and familiarity with mediums.

IN view of certain credit propositions recently made to newspapers, the following question from the *Advisor* is not without point:

If a concern which is worth one million dollars is entitled to eighteen months' credit from leading newspapers and magazines, why should not a similar dealer who is perfectly willing to pay his bills as soon as he can, be placed upon the same plane?

CONFIDENCE is indeed a "plant of slow growth." To win and hold the good opinion of a much abused public is the coveted ambition of every honest merchant. It's not won in a day nor a year—nor sometimes in half a score of years. Success is the work of years of hard, honest toiling—unwearied determination to get public esteem and confidence.

ON Dec. 4, 1850, the first number of the *Portland Oregonian* was run off the press. The history of the *Oregonian* is the history of the growth of the wonderful section of country in which the paper itself has prospered, and the historic value of the number will appeal forcibly to any one who may be at all interested in the Pacific Northwest and in the great future awaiting the fullest development of our still latent resources.

IN his report for the fiscal year ending June 30, 1900, James E. White, general superintendent of the Railway Mail Service, points out that "not alone publishers of second-class matter, but many firms and corporations mailing large quantities of third-class matter, such as circulars, catalogues and the like, have found a great advantage in earlier dispatch and prompt delivery, on account of the primal separation of their mail by States and cities, before sending to the postoffice."

THE two "winter chaps" of Packer's Tar Soap, in the December magazines, are well worth looking at.

THE president of the Flag Day Association, Captain E. R. Lewis, Chicago, has a collection of 400 patterns of the American flag "disfigured" by commercial advertisements.

THE *French Broad Press*, of Asheville, N. C., pastes on its blotter some cotton hulls, with the following interesting information:

Now it develops that cotton will serve as a substitute for wood pulp. The enormous demand for white print paper for the use of daily publications has created a problem of much interest and perplexity. When it is considered that one of the big New York publications, in its Sunday issue, consumes paper containing wood pulp from ten acres of forestry, it does not require much calculation to comprehend complete annihilation of the trees from which the wood pulp is made. It develops now that the hull, or pulp, of cotton seeds serves excellently for the manufacture of pulp. It can be produced infinitely cheaper than wood pulp, and experiments which have been made disclose an article so superior that the problem is believed solved. The *Atlanta Journal* estimates the value of this by-product of the cotton at \$150,000,000 per year.

THE "Advertisers' Association," of London, England, is similar in many respects to the American organization. It will discuss circulation problems, investigate circulations, protect its members from fraud, secure better service in poster, outdoor, public conveyance and railway advertising, as well as in house-to-house distribution, and aim to perfect the checking of service in the respective methods of publicity indicated. In addition, information will be collected regarding the development of advertising in foreign markets, and eyes kept open for the infringement of established trade-marks, trade-names and copyrights. Members' fees are to be two guineas per annum, for which one representative of the concern is to be allowed to attend the meetings. At the latest meeting—which was also the first—Mr. Budgett Meakin, of Homocœa, Limited, occupied the chair. The address of Dr. Bennett, secretary *pro tem*, is 66 Finsbury Pavement.

THE wise advertiser is sometimes known by the company he keeps out of.

THE "man in the street" has a sharp eye for the economy of things in general. During the flurry of Christmas magazines a Chicago newsdealer caught considerable attention and trade by displaying two dozen copies of the *December Century*, nailed fast to an "A" sign in front of his shop. The nails were used in no half-hearted way, but went straight into the body of the books, six or eight to each. Periodical dashes of rain made them still more unfit for sale or return, and the "man in the street," attracted by such prodigal advertising, wondered how any one could be so wasteful and keep afloat. In a good many cases he went in to purchase something and ask the question pointblank—to find that the display was made up of second-hand bookshop copies of 1886 or thereabouts, faced with the fac-simile cover posters that most magazines send out to help the retailer advertise.

THE rating accorded to *Harper's Weekly* (New York), in the American Newspaper Directory for 1900, is Y, which signifies that no statement has been received from the office of the paper, with a consequent probability that the latest previous circulation accorded may have been higher than a new statement would warrant. That latest previous rating was C, or exceeding 20,000 copies per issue. Whether the output comes up to this figure at present is known only to the Harper establishment. The invasion of the field by other papers of equal attraction and merit render such a condition highly improbable. A certain prestige, due, perhaps, to its half-century of life, and the distinguished men who have been its editors, will always remain with this publication, and give to its editorials on public questions a weight not easily attained. Advertisers are charged—after discounts have been deducted—seventy-five cents a line. This averages perhaps four or five cents per line for each thousand of circulation.

ADVERTISING space should be bought like stock; no overstocking should be permitted. Nor, on the other hand, should an inadequate quantity be expected to do the normal work of space quite its size.

AUSTRIA has had its first look at American circus posters and has gone wild over them. Crowds gather in front of the highly colored posters and admire them until dispersed by the police or the troops. The Barnum & Bailey show is showing in Vienna and has placarded the dead walls of that city with its most extravagant advertisements. Clarence Dean, a former Kansas Cityan, press agent of the show, writes as follows regarding the effect of the posters on Vienna people:

Our American posters have set Vienna wild. Nothing like them were ever seen before, either in size or the quantity used. People stand in front of them so thick that they even obstruct traffic. We were summoned by the police for interfering with the traffic on the streets, but we succeeded in persuading the court that we were not to blame because our bills are so attractive that people stand and gaze at them.

In the Georgia legislature Mr. Tumlin has introduced an improvement on an existing law, whereby, if passed, circulations must be known before legal advertising can be given. The new sections read as follows:

"Section 5,457. The sheriffs and ordinaries shall publish weekly for four weeks in some newspaper published in their counties respectively, having the largest bona fide yearly paid subscription list in said county; and if there be no such paper published in the county, then in the nearest newspaper having the largest or a general circulation in such county," etc., etc.

Section 11. Be it further enacted that said paragraph 5,457 of the Code of Georgia be amended by adding a paragraph at the end of the section as follows: "It shall be the duty of the sheriff to determine which paper in a county has the largest bona fide yearly paid subscription list where one or more papers shall be published in said county, and for this purpose shall have access to the books and records of said newspaper."

Whether this means that the sheriff shall have access to circulation records both when publishers are unwilling as well as when they are willing, is not made plain. It implies such a condition, at least.

Most advertisers would be content with their lot if it was only a lot of money.

"My face is my fortune, sir," she said. The old plea in the song is now actually being made in the courts by a Mrs. Laura B. Stone, a retired actress who used to play ingenue parts under the stage name of "Madge Jordan." She claims that, prior to her marriage, the agent of a complexion powder house came to her and asked for her testimonial, saying that if she would permit her photograph to be taken the house would be pleased to advertise her in the newspapers all over the country. "Madge Jordan" concluded that it would be an excellent way to get advertising, so she consented and signed an agreement embodying what had been concluded. To her horror, however, she recently saw her picture in the papers above the line, "The Homeliest Woman in the World." She is now suing the complexion company for \$5,000 damages, alleging that her means of earning a living have been damaged to that extent. For answer the company points to the signed agreement. It is interesting to note that the advertisement did not say that Mrs. Stone was "the homeliest woman in the world," only that the homeliest woman in the world could be made as attractive as the picture above. The words objected to were so large, however, that they completely overshadowed the others to which they stood in relation.

IN ENGLISH MEDIA.

Office of
W. R. DILLS & Co.
NEW YORK, Dec. 6, 1900.

Editor of PRINTERS' INK:

I wish to secure some foreign selling accounts, preferably English. Can you advise me who, in this city, places advertisements in European mediums that would reach the manufacturers? Can you suggest any paper likely to do the trick? Your courtesy in giving me any information will be greatly appreciated.

Yours truly, W. R. DILLS.

C. Mitchell & Co., advertising agents, of London, England, could probably help you. We know of no English advertising agency having a representative in this country.—[ED. PRINTERS' INK.]

NOTES.

THE work of the "Scapa" will be described in the January *Scribner's* by Arthur Reed Kimball.

THE Zenola Company, Cushman Bros. Co., distributors, 78 Hudson street, New York, offer prizes aggregating \$385 for lists of new uses to which this cleanser can be put.

BOWDITCH, WEBSTER & Co., of Boston, advertise as follows: "It's a mean man who warms his feet on his wife's back when 49 cents buys a warranted hot water bag."

THE Salt Lake City (Utah) *Deseret News* has rented an office in the Times Building, New York City, to be used by their special advertising representative, Mr. B. F. Cummings, who comes direct from Salt Lake City for that purpose.

WHEN *Publicity*, of Pittsburgh, saw the light eighteen months ago, *PRINTERS' INK* said it "did not evince any great indications of vitality." The November issue, just to hand, is a strong and healthy infant. W. S. Power, the advertiser, is editor.

THE Chicago *Times-Herald* is conducting a new variety of guessing contest. A bound volume called "The Who-When-What Book" is sold to participants, containing several hundred biographies with blank spaces opposite each one. From sheets of half-tone portraits which accompany the book, guessers are required to fill in these spaces as correctly as their knowledge of great men's lives will permit. The "most correct" prizes amount to \$1,000.

"ONE THOUSAND WITNESSES" is the odd title of a little book issued by the Educational Specialty Co., of Detroit, Mich. With a terse ten-line introduction it contains sixteen solid pages of names and addresses of those who have bought and are now using "The Chautauqua Literary Files." Opposite the name is specified the number purchased, and the buyers are grouped under "Teachers, College Presidents and Professors, Doctors, Lawyers and Editors, and Miscellaneous."

THE Washington Shirt Co., of Chicago, Ill., issues a car card in the center of which is a circle containing the following: "Christmas suggestions. Useful gifts in great variety," and the address. The remainder of the card is taken up with natural color reproductions of neckwear, kid gloves, hose, collars and cuffs, a scarf pin, cuff buttons and the top of a cane. It should raise great desires in the heart of the young lady looking for a Christmas gift for the young man who represents all the world to her.

La Presse, of Montreal, in order to further the development of the art of advertising, inaugurates in its Christmas number a competition between its advertisers. Fifty dollars will be awarded for the best illustrated advertisement. Ten dollars will be awarded for the second best illustrated advertisement. Twenty-five dollars will be awarded for the commercial merit of the best plain

advertisement. Ten dollars will be awarded for the second best in this class. The orders for advertisements will have to be forwarded eight days before Christmas, at the latest.

"CAUGHT IN THE SHOWER" is the title of a very pretty hanger issued by the United States Rubber Co. to advertise the Meyer rubbers. The lithograph shows a daintily dressed and beautiful young lady, caught in a summer shower with nothing but a delicate parasol to shield her from the storm. Every detail of her elegant costume is brought out in colors involving nine printings. It is made from the design of Mr. John P. Lyons, advertising manager, and is a very striking piece of lithography. The "ad" in the hanger, while quite prominent, forms a supposedly wooden sign nailed to a tree.

AN interesting series of articles from the pen of a staff correspondent regarding successful Western advertisers and their methods of doing business have begun to appear in the *Omaha Daily News*, the *St. Paul Daily News* and the *Kansas City World*. These articles are written up entirely from an editorial standpoint, and not only cover a general description of the advertiser and his business and the forces that are behind each success, but they also contain personal interviews with the man at the gun. These articles are not what are generally termed "puffs," nor are they paid for, but are handled from the standpoint of pure news.

IN the "Artistic Publicity Contest" inaugurated by *Profitable Advertising* of Boston the first prize of \$100 was carried off by C. Dan Helm of New York; three prizes of \$75 each were carried off by Miss Louise W. Jackson, Cambridge, Mass.; Miss B. Letcher, New York, N. Y., and Miss Evelyn Fitch, St. Louis, Mo., respectively; three prizes of \$50 each were awarded to Arthur L. Reich, Brooklyn N. Y.; Oscar E. Berningham, St. Louis, Mo., and Miss Ethel N. Farnsworth, Minneapolis, Minn.; one of \$25 to W. E. Miles, Newton Center, Mass. An account of the contest appears in the December issue of *Profitable Advertising*.

STEREOTYPED ADVERTISING PHRASES.



"STRICTLY HIGH GRADE."

ON THE WATER.

The latest scheme for making the life of the merchant weary has been sprung upon the people living along the Mississippi River. It is called "a movable city," and last Monday stopped at Venice, Ill., where a correspondent to the *Globe-Democrat* describes it as follows:

A movable city was the center of attraction at Venice yesterday. The display comprised a complete outfit for the establishment of a city at any point along the river, and with it were some fine mechanics. The party came down the river in boats of their own, and a number of them stopped at Venice long enough to secure groceries and other supplies. They then proceeded on down the river, and will continue their journey until they reach Memphis, Tenn. The fleet of boats contained a drug store, a printing office, a tinware factory and store, gunsmith shop, a doctor and a painting outfit. Adam Fueger is the principal owner of the fleet, but a number of others are connected with it, and have put money in the venture. The men claim they can live cheaper and leave a place where they find little business much easier than if they traveled by land. Their method is to pass down the river to some small town and advertise their wares by means of the printing office. They can paint the town, furnish the tinware and all the guns that may be needed, and mend them. Their doctor will try to cure all the ills that flesh is heir to, and they sell medicines at cut prices. Mr. Fueger claims that since the establishment of the outfit at St. Paul some time ago the party has paid expenses, and he believes that good money will be made down the river. He and his party were well received by the people along the route, although they met with much opposition from the business men of the various towns they visited. In some places they were not permitted to do business on account of the opposition from the merchants, who wanted them to pay license. They claim that as they are on a public stream they can not be compelled to pay license for any of their outfits.

REAL ESTATE TOUTING.

A correspondent writes: A man who has become indispensable to the seller of realty is the real estate touter. He is a walking agent, a "capper," a "plugger" for the real estate man. He must know when he sees a man out walking, or driving, whether the latter is looking for a piece of real estate to buy or to lease. The touter is always fetching in his manner of inquiry and knows the price of every house in the neighborhood; the price a front foot of every vacant lot; the rent for one, two or three years of every house occupied. Any other information he may impart is valuable to his employer's scheme of publicity. He is instrumental in clinching many sales and altogether is considered indispensable.

SIMPLICITY is the soul of good advertising. Never make a complicated or confused-looking ad.—*Advertiser's Review*, London, Eng.

EYES THAT SAW.

In taking out gold from the Colorado mines the slag was for years thrown in heaps and left as useless until some discerning person, shrewder than the others, discovered that the mineral properties in the slag could be smelted and worked over to produce metals worth more on the market than the cost of the process. Miners now turn this refuse, which until a short time ago lay at their doors, a waste and a nuisance, into a profitable industry. Years ago manufacturers in the East paid a liberal compensation to truck men for carting away refuse from their manufacturing plants. Peter Cooper came along and contracted at a profitable figure to cart away this waste material which no one had recognized as valuable and manufactured it into glue. Weyerhaeuser, the lumber king, as a day laborer at Rock Island, Ill., figured out that the lumber business was all wrong. Time and money were wasted, he thought, in floating logs down the rivers to be manufactured into lumber after their arrival. He carried portable saw mills and machinery up into the timber lands and turned the growing trees into the finished product as he went along, and then freighted it down by rail. The old slow methods of the men in the lumber business he entirely changed, and became what he is to-day, the richest lumber man in the world, worth some twenty-three million dollars.—*Agricultural Advertising*.

ARE PROMOTERS DOOMED?

The dreadful rumor runs that the professional promoter has had his day. Capital is said to be turning the frozen face upon the voluble gentlemen who are trying to float new companies. Foreign loans offer strong inducements to large investors, and the domestic promoter of industrial schemes is kept cooling his heels in the outer office only to be told, after tedious waiting, that the possessor of wealth "is very busy and cannot see you to-day."—*National Advertiser*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$26 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$2.00 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 50 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

CANADA.

CANADIAN ADVERTISING is best done by THE C. E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, (Ga.), is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

One of the oldest and most experienced firms of Advertisers' Agents in Great Britain is

GORDON & GOTCH,

St. Bride St., LONDON, Eng. Estbd. 1853.

A
Circle
Of
Ten thousand
Subscribers
Is
Better
For an advertiser
Than
A fluctuating
Circulation, though
Greater,
Even at the same rate.
Put on your next list
**THE CHRISTIAN
WITNESS,**
Boston.
You won't regret so
doing.

Results !!

Are you satisfied with the results from your present advertising?

Are your circulars and boo lets satisfactory?

Don't you think they could be improved—in the matter, the style, the display, the printing?

Is your office stationery all it should be—is it sufficiently neat and attractive?

If you are dissatisfied you surely need my services.

I write, display and print advertising literature of all kinds and have built up an international reputation for excellent work.

I have the "knack" of doing it just the right way—the telling way—the profitable way. No fancy frills or flowery language in the ads I write, but plain money-making, business-getting arguments.

The best writing, best type, best printing—producing the best results.

Try me once—you'll be sorry you didn't know me before.

Write for my free booklet, "Ten Dollars a Thousand."

WM. JOHNSTON,

MANAGER PRINTERS' INK PRESS.

10 SPRUCE STREET, NEW YORK.

THE FARM-POULTRY

Is Read

by the masses, who are the buyers of the country. That's why it pays advertisers so well. Ours is a regular "fresh egg" circulation—no dead heads in ours. Every subscriber is cut off as soon as his time expires. The only way to get **FARM-POULTRY** is to buy and pay cash in advance for it. People appreciate and believe in the things they purchase on this plan. We are bigger and better than ever for 1899. A sample copy is convincing proof. Shall we send it?

I. S. JOHNSON & CO.
22 CUSTOM HOUSE STREET,
BOSTON, MASS.

The Northwest Is A Great Country.

The Northwest MAGAZINE COVERS IT.

Here is our territory :

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory The Northwest Magazine has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,
McIntire Block, Win. 1142, Manitoba.
CHICAGO, 638 Fine Arts Building.

1887. FIFTEENTH YEAR. 1901.

The popularity and wide circulation of

Sports Afield.

are due to its intrinsic worth. It has a high grade individuality, a breezy manfulness and a literary quality that is original and all its own. A favorite with the sportsman and his entire family. Wherever a copy circulates, that copy is read and re-read. You will find it everywhere throughout the West, South and Northwest: in the miner's cabin in Alaska, at the home ranch of the cattleman, and on the table of the South Carolina planter. Every man who gives it an hour's careful reading feels that intangible something that attracts respect—the feeling that here is a magazine whose originators do not regard money getting as

"The end-all and the be-all here."

We print only reliable advertisements; own and operate our own printing plant; and take untiring care of our advertisers' interests at all times.

RATES :

One inch, \$4 ; 2 inches and over, \$3 an inch.
Page is standard magazine size.

SPORTS AFIELD,

362 Dearborn St., Chicago, Ill.

'Phone West, 739.

SOKOL'S GENERAL MARKET,

Wholesale and Retail,

Polk and Paulina Streets,

CHICAGO, Dec. 7, 1900.

PRINTERS' INK, Geo. P. Rowell & Co. :

GENTLEMEN :

Inclosed find check for \$5.00 for next year's subscription to your valuable paper. The few copies I have tried just surprised me in advertising art. It used to be my hardest work to get up an advertisement; but now it is a pleasure to me, and takes only half the time. I take a great pleasure in recommending your valuable paper (PRINTERS' INK). Yours respectfully,

JOHN SOKOL.

DAILY AND WEEKLY.



The Patriot

HARRISBURG,
PENNA.ONLY MORNING PAPER
IN HARRISBURG.**WINCHESTER REPEATING ARMS CO.,**

NEW HAVEN, Conn.

"Sporting Life" Publishing Company,

34 S. Third Street, Philadelphia, Pa.

GENTLEMEN—Your favor of February 11 at hand, and in reply will say that the fact that we regularly use more space in your paper than any other advertiser is indicative of our opinion of "Sporting Life" as an advertising medium for guns and ammunition.

With renewed assurance of our esteem, we remain,

Yours respectfully,

(Signed)

WINCHESTER REPEATING ARMS.

How to Cover Butte, Montana.

The Greatest Copper Mining District in the World, where 50,000 People earn the highest wages paid in the United States.

DURING the past eleven months one Department Store in Butte used 32,000 inches of space in the ANACONDA STANDARD. Another Butte firm used 23,000 inches; two others used 10,000 inches each during that time.

Live advertisers know from experience that in order to properly cover Butte it is absolutely necessary to place their business in the one newspaper that reaches the homes :

The Anaconda Standard

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date appeared December 1st. This is the fourth quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

SEEDSMEN AND FLORISTS

PUT ON YOUR LISTS

GARDEN AND FARM

CHICAGO, ILL.

Proven minimum circulation 60,000. At present rate of only $\frac{1}{2}$ cent per line per thousand circulation you cannot get cheaper or better advertising. It has an intelligent constituency who love flowers, the adornment of home—as well as those who strive to make every acre more productive. Tell them about your seeds and plants. Here is a field for the winter of 1920-1921 and the new year that should be consulted. Don't overlook it.

THE AMERICAN FARMER CO., Publishers, 1113-1114 Manhattan Bldg., Chicago, Ill.

THE HOME MAGAZINE

OF NEW YORK

Is in its Eighth Year of Publication.

This means it has the esteem and confidence of its readers.

Every advertiser who reads this will appreciate this fact!

He also knows that this magazine, as an advertising medium, has never been pushed upon his attention as it deserves to be.

With the new management now in charge every department will be pushed.

Among other things created to greatly increase the large circulation it now enjoys is the giving of free scholarships in 1,000 counties of different States to the boy or girl who secures the most subscribers in any county named by April 1.

The scholarships have already been arranged for in the leading high-grade schools of the country.

Send for our advertising rates—which comparatively are very low—and make contract, which will give you the advantage of this growing circulation. Address Advertising Manager, HOME MAGAZINE, 93 Nassau Street, New York.

Youngstown, Ohio, Vindicator

DAILY:	SUNDAY:	WEEKLY:
10,000	10,000	9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates address

H. D. LaCOSTE, Thirty-Eight Park Row, New York
SPECIAL NEWSPAPER REPRESENTATIVE.

EVANSVILLE, IND.

POPULATION 59,007.

EVENING NEWS

only afternoon paper in city. Reaches fifty towns in Southern Indiana, Illinois and Kentucky. Sworn circulation 10,118. Advertisers always get satisfactory results. Rates right—write for them.

EVENING NEWS, EVANSVILLE, INDIANA.

THE STATE

COLUMBIA, S. C.

Daily—Sunday—Semi-Weekly.

The American Newspaper Directory accords THE STATE a larger circulation than any other South Carolina daily.

Published at Columbia, the Capital of the State and the center of the great cotton manufacturing industry of the South, THE STATE occupies a commanding position. Distributed over the eleven railway lines radiating from Columbia and reaching more than one hundred towns before noon every day in the year, it is "the morning paper" for three-fourths the entire State.

With one matrix or one electro advertisers may cover the State, the whole State, with nothing but THE STATE. Address

THE STATE COMPANY, Publishers,
COLUMBIA, S. C.

Also publishers SOUTHERN CHRISTIAN ADVOCATE (Weekly), organ of 75,000 Methodist Church members in South Carolina.

MR. RUSSELL SAGE says that among the scores of business men who started in business when he was a young man there are but very few who have made a success in life and that the many failures are attributed to sheer thriftlessness.

His own secret to succeed, he states, lies in one word and that is THRIFT.

If this one feature of every business enterprise is practiced with care there would be less failures to-day among the many merchants who depend upon advertising for success.

It is this desire to be thrifty that should prompt every advertiser to place his advertising in newspapers where he is confident that he receives clean and actual circulation.

Every business man who advertises in the Cincinnati POST, Cleveland PRESS, St. Louis CHRONICLE and the Covington (Ky.) POST knows he is spending his money to advantage and incurring no waste.

When the Cincinnati POST guarantees one hundred and thirty-three thousand daily average circulation it means that every copy goes into the hands of a real purchaser.

Others may lay claim to more, but nevertheless the fact exists, and the POST guarantees its daily average will prove to be over forty thousand more each issue than any of its contemporaries. No buyer of space going into Cincinnati anticipates covering the field without first selecting the POST.

There is no better medium in Northern Ohio with which to reach the buyers of any advertised products than the CLEVELAND PRESS. Its circulation is now reaching out toward one hundred thousand daily.

The PRESS covers its territory more thoroughly than the combined list of newspapers published in that section. It circulates two to one in the city of Cleveland and three to one in the adjacent territory. It appeals to both the banker and the wage-earner. All things considered it is one of the best and most reasonable advertising propositions in the country.

If you are considering extending your advertising further West there is a tremendous population in St. Louis and vicinity that can be reached by using the St. Louis CHRONICLE.

The CHRONICLE'S guaranteed daily output exceeds fifty thousand copies. The desire to manage your expenditures as economically as possible makes the CHRONICLE the first paper to be considered in its field. It will reach more buyers at less cost than any other paper one could use in that section.

The SCRIPPS-MCRAE LEAGUE is composed of the three foregoing newspapers, including the Covington (Ky.) Post. The Covington Post is the only paper published in Covington and its thirteen thousand daily readers are numbered among the very best families of that section of Kentucky. Its rate is very low but its field is rich.

The goods and the medium

meet:—you've heard folks say "*all will be well when they meet their affinity.*" There's an affinity between good goods and good mediums of advertising.

Featherbone is the best substitute for whalebone ever invented. TOILETTES is the best fashion journal in America, absolutely practical. The best designs illustrating the use of Featherbone are appearing in TOILETTES : what we do for one advertiser we can do for another.

(Sample copy of TOILETTES free.)

THE TOILETTES CO.

170 Fifth Avenue,
26 East 22d Street,

NEW YORK.

BETTER THAN EVER

The Kansas City Times

The recognized medium of merit
with advertisers covering a large and
exclusive field.

The Kansas City Times

The progressive, up-to-date, metropolitan
newspaper. The most popular news-
paper with all the people and the medium
for advertisers seeking publicity. Your
line before the people of the Southwest
means your line in the people's medium.

THE KANSAS CITY TIMES

A. A. LESUEUR, Editor.

RAYMOND P. MAY, Bus. Manager.

S. C. BECKWITH SPECIAL AGENCY,

SOLE AGENTS FOREIGN ADVERTISING,

47, 48, 49 & 59 Tribune Bldg., N. Y. 469 The Rookery, Chicago.

Lack o' Method

"The printer who attempts to do business in a lack o' system way is pretty sure to become a subject for investigators of mentality as well as finance. An uncolored statement of the thousands of printing offices to-day would probably reveal ninety per cent of them as being non-productive of profit, placing the tired worker on anything but a plane of independence, the routine day by day marked only by hustle for work, hustle in execution, hustle collections and being hustled for payments—a mere circulator of money."—*The Inland Printer*.

In a former advertisement I published an article from the *American Printer* showing that only five out of every one hundred business men retire successful, consequently the printers must be better off than some other lines of trade, as it is conceded that ten per cent of them make money. There is no reason why the ratio should not be much larger, but unfortunately most printers are too anxious to see their machinery in motion and will take work at cost. To help matters along they will listen to the glib tongue of some ink man, and order twice as much ink as needed on the job, but will never dicker about the price, as that is an after consideration. When they see their balance sheet at the end of the year the difference is on the wrong side, their debts have increased, and their machinery is much more worn. And all this for the sake of appearing busy. The successful printers are those who do business on business principles, watch their purchases and pay cash whenever possible. They cannot be induced to pay fifty cents for a twenty-five cent ink because thirty or sixty days' time is granted on the bill, but would much prefer to borrow the money at five or six per cent, pay me cash and save from fifty to seventy-five per cent on their purchases. The new year will soon be upon us and now is the time to make good resolutions.

Send for my price list, compare it with what you formerly paid, and if the saving does not warrant a change I won't expect to hear from you. I guarantee every ink I sell excepting gold ink, and when a customer kicks I immediately refund his money and pay all the charges for freight or expressage.

Don't forget that I must have the cash in advance, otherwise I will return your order.

It is not a question of credit or rating, only I never vary from the rule.

ADDRESS

PRINTERS INK JONSON,
13 Spruce Street, New York City.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

One of the features which should be very closely watched in a store doing a credit business is the collections. If loosely attended to they will not only be a source of great annoyance, but will in many cases prove very disastrous from direct losses. A well defined system of work is about the only way in which collections can be watched properly.

In speaking of collections, it

"The Credit Department." On this he records the name, residence and business of the person desiring credit, the amount of credit desired for the first purchase, any references which he may give or statements which he may make.

After he has investigated the references he can "O. K." the ticket in the proper place and give his reasons for considering the party a person of good credit, and if he desires to limit the account to any particular amount it can be recorded on the last line.

This slip is then sent to the cashier, who receives the charges as they come into the sales-desk. The slip will be appended to the first charge ticket which may come up against the party named on the slip. These two go together to the bookkeeper, who records in his ledger in opening the account, not only the name and address of the party, but the date and by whom the account was "O. K'd." He may also put a number on the credit-slip, and also on his ledger account. These will be useful at any time in looking up the credit-slip to find the reasons for opening the account, or the references which the party gave when desiring credit.

After the account has been opened and run for some length of time, the next question is in regard to collecting it. In a large store, where a great number of credits are given, it is utterly impossible for the credit man to look over the ledger and tell what claims are needing attention. For this purpose it is well to have a book similar to the one which I may call a "collection register." This is ruled with spaces for the name, address, age of account and remarks. It also gives columns

[illegible]

might be well if I should first consider a few points about credits—that is, about the proper routine of work to be entered into when a new credit customer is secured and a running account opened.

It is the custom in large stores to have one man who devotes his entire time and attention to this subject. When a party applies for credit he is referred to the credit manager, who has a printed slip, after the form shown here headed

ledger, but marked suspended, so that the bookkeeper may know that it is useless to make out bills each month on account of the claims already being in the hands of an attorney or in suit. In this suspended ledger the total amount of the account may be entered and a memorandum showing its age, etc. Each payment as collected may be credited. Below the account will be found a series of lines in which may be recorded the

advice was good enough for anybody connected with a retail store to read, and for that reason I will repeat the article here.

If I was an office boy, or a cash boy, and wanted to get on in the world, I think I would try to be prompt in everything that I did. I would try to get to my work early, and would try to do everything at the proper season. I would also keep myself neat and clean, because I think a boy looks much better with a clean face than with a dirty one. A little dirt on a boy's face will often make a really bright boy appear dull. Then I would try to be quick and active; I do not think that any one likes a lazy boy, and the quicker I was with my duties, the quicker I believe I would be promoted.

I would tell the truth at all times; if I made a mistake I would acknowledge it like a man. I think that is the easiest way to get out of a bad place. If I was sent to carry a bundle, I would try to get back before they looked for me. I would much rather they would say "I was not expecting you yet," than to say "You have taken too long." If a little extra work was put on me I do not believe I would complain, but I would try to do my best.

If I had nothing to do, rather than be idle I would ask that something be given to me. I think if my employer saw that I was interested in my work he would appreciate my services more. Whatever I might have to do, I would try to do it well; first, because it is much pleasanter to be praised than it is to be scolded; next, because I am building my own reputation, and if I am to make anything out of myself, I must have the good opinion of my employer. Whenever I was praised I would show that I appreciated it by trying to do still better. I would devote all my energies to keeping myself straight and working my own way upward, and then I do not think I would have time to bother with anybody else's business.

The Credit Department	
Mr.	_____
Residence	_____
Business	_____
Address	_____
State and County of	_____
Reference	_____
Statement	_____
On O. K.	_____
Reason for opening or closing account	_____
_____	_____
_____	_____
Date	_____
Limit account to	_____

dates of your letters to the party, the date in which the account was placed in the hands of the attorney, and the name of the attorney; also what instructions were given, and as to whether a judgment had been obtained or not.

These forms will systematize the subject of collections and enable the party in charge of the credits to always tell at a glance just what has been done or is being done, in regard to any person who owes the firm.

* * *

An article of mine which appeared in *Success* some time ago has attracted a good deal of attention, and some very high business authorities have been pleased to flatter me enough to say that the

If I was a stock clerk and wanted to win the good opinion of my employer, I would try to keep my stock the neatest and cleanest in the house. I would want everything to be straight and shipshape all the time. I would not let the dust accumulate on the shelves, even if I had to carry the dust brush in my hands half the time. I would watch all the different kinds of goods, and keep my stock filled up carefully with everything that was needed.

I would make a business, at least once every day, of seeing that we were not running short of any particular thing. If we were likely to sell out of any particular line of goods, or if we had a call for anything that we did not carry in stock, I would make a memorandum of it and give it to the buyer. I would watch the things that did not sell very well, and try to find out why, and when I discovered the fault I would tell the superintendent about it.

I would be careful never to be idle, but instead to cultivate habits of industry; because when a person gets in the habit of shirking, or being idle, it is very difficult indeed to get down to work, even when it becomes absolutely necessary. I would try to take such an interest in my stock and in the store, that my employers would notice that I was working for their good.

If I was a salesman, and wanted to be called the best salesman in the house, I would try to be as polite and accommodating to customers as possible. I would wait on everybody to the best of my ability. I would never snub a poorly-dressed customer, but would think she deserved just as much attention as if she was rich. I would feel that every customer that I pleased was a friend made. I would try and sell them just what they wanted, and only satisfactory goods, so that the next time they came into the store they would feel like calling for me again, knowing that I did not mind how much trouble I had so that I could give them satisfaction.

I would never drink, or chew tobacco, during business hours, because that would render my breath

very disagreeable, to customers. Any spare time that I might have I would devote to studying the goods that I had to sell. I would learn all about how they were made, what they were made of, so that I could talk intelligently to the customers. I would try to learn everything possible about the store that would be of advantage to me as a salesman.

If I was buyer, and wanted to see my house make money, I would devote a great deal of study to my business; I would study the customers, try and find out just what they wanted, and see that their wants were supplied. I would talk to everybody in the house that came in contact with the people—all the salespeople, the managers, etc., and try and get ideas from them as to what the people were asking for, and as to how they were pleased with different kinds of goods that we were selling. I would read all the best dry goods trade papers, so as to get all the information that I could as to what were going to be the reigning styles in the coming season. I would look at the samples of every drummer that came to my town, whether I wanted to buy or not, hoping to catch some idea or get some information as to the prices at which goods were being sold by everybody. But because I looked at their goods I would not allow myself to be persuaded to buy unless I needed the articles. I would try to buy lightly and often, rather than in heavy quantities. In this way my house would be able to turn their stock over at a better profit, and I would not be so likely to be caught with unsalable articles.

In my dealings with drummers I would never accept from them presents, or any social treats, as this would place me, in a manner, under obligations to them. A buyer should always be foot-loose; he should neither consider his friends nor his personal obligations to any one, but remain in a position to buy from the man that sells the lowest. I would think, in spending my employer's money for goods, that I must be just before I am generous, and that I cannot afford to waste their money to

cater to any personal feelings of my own. I would try to have everything new that was going, so that my store would get the name of being the first to have all the new styles.

If I was superintendent of a dry goods store, and wanted to be considered a model man in my place, I would try to only employ competent, honorable salesmen. I would rather pay a good clerk twice what I would pay an indifferent one, unless it be to sell such goods as do not require any salesmanship, or at such times as there is too great a rush to give any room for talking. I would have a complete set of rules to govern my store, and I would insist that they were all carried out to the letter. I would make just as few rules as possible, so as not to burden the memory of my employees, but I would make the rules that I did have such as would count. I would not have any clerk in my store that did not keep himself clean and neat, or that did not act as a perfect gentleman or lady should. I would try to keep everybody busy. If there were not enough customers I would put the clerk at other work, arranging or improving the line of their stock, marking goods, or doing anything else necessary for the good of the store. Whenever it got so dull that salespeople had to stand around idle, I would reduce the help.

I would not want the employees to fear, but rather to respect me, although they should know that they must obey. I would be just in all my dealings with them, and find out the particulars of the case before I reprimanded them in regard to any matter. I would encourage them to talk to me and suggest ideas about people and things. I think that I would in this way often get some valuable points that would help me in governing the store.

If I was proprietor of a dry goods store, and wanted to make money, I would have the very best men at the head of my different departments that I could possibly get. I think that a good man will be more likely to earn his salary and to make the department pay than a poor one. I would never

intrust a portion of my business into anybody's hands, unless I was satisfied that he was perfectly competent to take care of it, and then I would refer matters on that subject to him and not go over his head. But I would keep a general supervision of all the work, and if I wanted to do any particular thing in his line of business, I would work through him, rather than over him.

If I had a good man of ideas in my employ, I would give him enough liberty to use his skill and make a success of the business in his own way. Too many directions are always detrimental to the work of the man who has ideas of his own. I would insist that everybody in my house be strictly business during business hours. I would have all my goods sold strictly on their merits.

I would try to build my business to last for all time, and not just to grow rapidly and finally come down. I would keep myself posted on all subjects and learn how to govern all branches of my business, so that if any one of my men should drop out, I could personally fill his place until I could get some one else to take it.

* * *

Don't delude yourself by thinking that the public don't know what they are about. They read your testimony in advertising columns, they try you by making a purchase, the verdict is "go again" if satisfactory, "stay away" if misled.

It is an old axiom, "the public like to be humbugged." That was quite true in Barnum's business, but he did not attempt to do a dry goods business.

People want what they pay for, and if deprived of it by misrepresentation, the most natural thing for them to do is to withdraw their patronage from the firm or salesmen who practice it.

The largest houses in our great cities have earned the reputation which has made the magnitude of their business by keeping faith with the public. A behind-the-counter salesperson's capital is ambition and honor; the public reward the latter while he exercises the former.



If

YOU WANT

YOUR ADVERTISING
TO BRING IN MORE

Dollars

PLACE
YOUR CARD IN THE

Brooklyn "L"

CONTROLLED BY
GEO. KISSAM & Co.

IT HAS PAID OTHERS
IT WILL PAY YOU.

GEO. KISSAM & Co.,

253 BROADWAY,
N. Y.




Written by E. S. Crawford, Oakham, Mass.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.



No. SAMPLE.



GOOD FOR FIVE DOLLARS

AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.



GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.
 GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.
 GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE
 AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.
 BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

Good to apply - 10 SPRUCE ST., NEW YORK.

**ONE
Of Many
Arguments**

For A Street Car Card

Have you ever noticed what an interest children take in the street car cards? The bright colors and artistic designs catch their eye, they're interested. They draw the attention of their parents to the advertisement; ask questions about it; compel conversation. Now, a child's thirst for knowledge is gained at the expense of many questions, in all of which the elder takes part.

During this time your advertisement has been under constant discussion and thoroughly read. The precious seed of profitable advertising has been well sown and will bring good results.

Thousands of such cases are happening every day. This is ONE out of many arguments for a street car card.

May we talk the matter over with you?

GEORGE KISSAM & COMPANY,
253 Broadway, New York.

15 Branch Stores.

Written by Ferdinand Luderer, Detroit, Mich.